BORDEN'S

FORMULARY

FOR FOUNTAIN OPERATORS

Copy No. _____ 10.21.40

THIS BOOK is loaned to

Richards Pharmacy

1973 Ocean Ave.

as part of Borden's current
Dealers' Merchandising Plan

BORDEN'S DAIRY DELIVERY COMPANY

BORDEN'S

FORMULARY

for Fountain Operators

TABLE OF CONTENTS

	Page
Fountain Work Schedule	5
Suggestions That Save You Money	7
Formulas for Monthly Special Features	9
Formulas: Rocky Road Sundae	12
Banana Royal	14
Fresh Strawberry Sundae	16
Fruit Salad Sundae	18
Giant Ice Cream Soda	20
Ice Cream Shake	22
Hot Fudge Nut Sundae	24
Chocolate Sundae	26
Pineapple Parfait	28
Old-Fashioned Ice Cream Soda	30
Fruit Frostie	32
Malted Milk	34
Cost and Food Formulary	39
Breakfasts	41
Luncheon Suggestions	42
Soups	46
Luncheon Suggestions, 6 days of the week	50
Sandwiches and Salads	62
Cold Plate Lunch	65
Deviled Egg Sandwich	66
Cheese Sandwich	69
Tuna Sandwich	70
Cold Ham Sandwich	71
Cold Beef Sandwich	72
Hot Meat Plate	75
Potato Salad	76
Pineapple-Cottage Cheese Salad	77
Cottage Cheese Sundae	78
Tuna Salad	79
Fruit Salad	80
Combination Bowl	83
Carbonator Suggestions	84
Index	87

ILLUSTRATIONS

	Page
Fruits	7
Giant Strawberry Ice Cream Soda	8
Rocky Road Sundae	13
Banana Royale	15
Fresh Strawberry Sundae	17
Fruit Salad Sundae	19
Giant Chocolate Ice Cream Soda	21
Ice Cream Shake	23
Hot Fudge Nut Sundae	25
Chocolate Sundae	27
Pineapple Parfait	29
Making Old-Fashioned Ice Cream Soda	30
Old-Fashioned Ice Cream Soda	31
Fruit Frostie	33
Malted Milk	35
Milk Shake	36
Fresh Fruit Sherbet	37
Pie and Ice Cream	38
Breakfast	39
Hot Plate Lunch	43
Beef Stew	44
Baked Meat Pie	47
Hot Soup	48
Pot Roast of Beef and Egg Noodles	51
Beef Stew and Vegetables	53
Salmon Pattie, Cream Sauce	55
Baked Meat Loaf	57
Creamed Seafood on Toast	59
Baked Meat Pie	61
Special Sandwiches	63
Cold Plate Lunch	64
Cold Plate Lunch Diagram	65
Deviled Egg Sandwich Diagram	66
Shake and Sandwich	67
Melted Cheese Sandwich	68
Cheese Sandwich Diagram	69
Tuna Sandwich Diagram	70
Cold Ham Sandwich Diagram	71
Cold Beef Sandwich Diagram	72
Double Deck Sandwich	73
Hot Sandwich	74
Hot Meat Plate Diagram	75
Potato Salad Diagram	76
Pineapple-Cottage Cheese Salad Diagram	77
Cottage Cheese Sundae Diagram	78
Tuna Salad Diagram	79
Fruit Salad Diagram	80
Fruit Salad	81
Cheese (Combination) Salad	82
Combination Bowl Diagram	83

COPYRIGHT, 1937, THE BORDEN COMPANY. REPRODUCTION OF TEXT AND/OR ILLUSTRATIONS IN WHOLE OR IN PART PROHIBITED. PRODUCED BY GENERAL COLOR PHOTOGRAPHS CORPORATION AND COLOR PLATES, INC.

FOUNTAIN WORK SCHEDULE

The quickest, best, and simplest way to build up a good fountain business is to impress your customers with the cleanliness of your fountain. A clean, highly polished soda fountain, is one of the best business building assets a modern store can have. A clean, well kept fountain reflects the character of your other Departments and builds a good reputation for your entire store.

Following a systematized daily program of fountain duties as suggested below, will largely improve your fountain patronage.

EVERY DAY

Draw off one glass of carbonated water in the morning and discard it as unfit to drink. This should also be done after a slack period during the day. Each glass drained off costs you less than one-twelfth (1/12) of a cent—a small price to pay for customers' satisfaction.

Use a thermometer and test the coldness of your carbonated water at least once a day. Carbonated water at the draft arm should register between 36 and 40 degrees Fahrenheit—the colder the better.

Check Mirror and Window Strips and Menu Cards, for arrangement, cleanliness and corrections.

MONDAY

Pull all syrup and fruit jars, soap and rinse trough. Empty half of the jars (one at a time), into a convenient receptacle, and wash thoroughly. Place pump in sink and pump hot water through. Rinse in cold water and dry thoroughly. Never pour syrup into a warm or wet jar.

Remove nozzles of draft arms and clean thoroughly. Polish draft arms and pumps with a good silver polish. Rub briskly with clean dry towel. Soap cabinet tops with hand brush, rinse well and dry with clean towel. Soap work boards and sinks. Keep counter slabs and stools constantly clean and dry. See that it is clean under the fountain.

TUESDAY

Remove everything from the back bar and wash mirror. Clean back bar slab with soap and water. Rub dry with clean dry towel. Clean shelves in back bar. Polish all glasses, mixers, and other dispensing equipment. Metal polish should not be used on chromium plated wares. Clean woodwork with a suitable furniture polish, but do not use soap.

Clean all pumps and draft arms with moist towel and rub briskly with clean dry towel. This should be done daily to preserve appearance of pumps and draft arms. Soap cabinet tops, work boards and sinks. See that counter slab, stools, and tables are clean and dry.

Check the front of your fountain to see that everything is clean and in good order. Clean and sterilize refuse receptacles with a good cleansing agent to kill bacteria odor. See that the fountain is clean underneath and wash floor.

FOUNTAIN WORK SCHEDULE

WEDNESDAY

Repeat Monday's duties, washing remaining fruit and syrup jars and pumps. Check back bar for cleanliness. See that counter slab is clean and dry. Polish all glasses, mixers, etc., and replace in neat arrangement. Keep stools, chairs, and tables clean and dry. Check the front of your fountain. Wash floor racks.

THURSDAY

Polish with moist and dry towel all pumps and draft arms. Remove all cabinet covers, soap well inside and out. Rinse, and polish dry. Soap cabinet tops, work boards and sinks. Remove all equipment, stock, etc., from bottom back bar cabinets. Clean well and replace all equipment, stock, and other materials in a well arranged manner.

Polish all silverware, spoons, metal straw holders, shakers, malted milk mixers, and any other metal accessories you use. Wash and polish glass straw holders and glass spoon holders as well as all glassware on the back bar. Give all your chinaware a good cleaning. Scrub back bar slab and then put back everything where it belongs.

FRIDAY

Follow Tuesday's efficiency schedule.

SATURDAY

Rub down all draft arms and pumps with moist cloth and rub dry with clean dry towel. Remove all glasses, mixers, etc., from back bar. Soap back bar and dry thoroughly. Polish all glasses, shakers, mixers, and replace. Check counter slab, stools, chairs and tables, as well as the front of your fountain. Keep counter and stools clean and dry. Clean and sterilize refuse receptacles.

Pull all ice cream cans and bulk ice cream (one at a time) and clean cabinets thoroughly from top to bottom. Get the bottom thoroughly clean.

Soap cabinet tops, basins and work boards and attend to any miscellaneous details that might have come to your attention during the week.

SUNDAY

Polish pumps and draft arms with moist and dry cloth. Check everything about your fountain thoroughly. See that your mirror and window strips and fountain display advertising are clean and fresh looking and in neat orderly arrangement.

SUGGESTIONS *that save you Money*

FOUNTAIN FRUITS AND SYRUPS:

Use a good grade of fruits and syrups at your fountain always. Endeavoring to economize in such items is like building a beautiful home and furnishing it cheaply. It proves offensive.

Cut fruits and syrups for fountain use carefully. Be sure to work the ladle in fruit jars each time before a serving is removed. This assures evenly dispensed sodas.

Follow the fountain daily work schedule in this formulary religiously. It is good practice and avoids loss by spoilage and fermentation of fruits and syrups.

Always be sure that fruit and syrup cells are perfectly dry after cleansing before refilling. Never use a wet spoon or ladle in fruits or syrups after they have been placed in cells. This breeds fermentation. Always be sure that pumps are thoroughly dry after cleansing and before replacing in syrup cell.

WHIPPED CREAM:

Cream 24 hours old will whip much better than fresher cream. Be sure cream temperature is very low before attempting to whip. If not it will form butter when whipped. It is very advisable not to use a metal spoon in dispensing whipped cream. It may impart a metallic flavor to the whipped cream. Equip yourself with a bone or wooden spoon about the size of a soda spoon for this purpose.

Formulas

ROCKY ROAD SUNDAE:

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Chocolate Ice Cream.
Next: ½ ladle heavy Marshmallow topping.
Next: 1 No. 20 scoop Chocolate Ice Cream.
Next: 1 sundae spoon Crushed Nuts.
Next: 1 ounce heavy Marshmallow topping.

Serve

BANANA ROYALE:

MAKE UP IN A BANANA SPLIT DISH

First: 1 medium sized Banana, split lengthwise.
Next: 1 No. 20 scoop Vanilla Ice Cream.
Next: 1 No. 20 scoop Strawberry Ice Cream.
Next: 1 ounce heavy Chocolate Syrup on Vanilla.
Next: 1 ounce Crushed Pineapple, or, if in season,
1 ounce Crushed Fresh Strawberries on Strawberry Ice Cream.
Next: Sprinkle lightly with Nuts.

Serve

FRESH STRAWBERRY SUNDAE:

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Frozen Strawberries (sherbet).
Next: 1 No. 20 scoop Vanilla Ice Cream.
Next: 1½ ounces fresh crushed Strawberries.
Next: Small spoon Whipped Cream atop sundae.
Next: Fresh Strawberry atop Whipped Cream.

Serve

FRUIT SALAD SUNDAE:

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Fruit Salad Ice Cream.
Next: 1 No. 20 scoop Fresh Banana Ice Cream.
Next: 1 ounce Fruit Salad topping (see recipe).
Next: Small spoon Whipped Cream atop sundae.
Next: Atop Whipped Cream one imitation maraschino cherry, count 1,000 to gallon in size.

Serve

GIANT ICE CREAM SODA:

MAKE UP IN A GIANT SODA GLASS

First: 2 ounces Syrup, flavor desired. (To just below first line in glass.)

Next: 1 spoon Whipped Cream. Drop on Syrup.

Next: Hit Whipped Cream on Syrup with fine stream Carbonated Water, rotating glass while filling to second line in glass.

Next: 2 No. 20 scoops Vanilla Ice Cream. (Unless other flavor of ice cream is specified by customer.)

Next: Fill with coarse stream Carbonated Water. (It is preferable to fill with fine stream if you are adept enough to avoid splattering of foam through hitting ice cream with fine stream carbonated water.)

Next: Stir lightly and serve.

ICE CREAM SHAKE:

MAKE UP IN SHAKE MIXING CUP

First: ½ ounce Simple Syrup.

Next: 3 No. 24 scoops flavor of Ice Cream that is to flavor shake.

Next: 6 ounces (no more) fresh milk chilled to freezing. Be sure no particles of icy milk are present.

Next: Place on fast mixer and allow to mix just long enough to break down Ice Cream.

Next: Serve in a THIN glass.

OLD-FASHIONED BANANA SPECIAL:

MAKE UP IN BANANA SPLIT DISH

First: 1 split Banana.

Next: 1 No. 20 scoop Vanilla Ice Cream.

Next: 1 No. 20 scoop Chocolate Ice Cream.

Next: 1 ounce HEAVY Chocolate topping on Vanilla.

Next: 1 ounce heavy Marshmallow on Chocolate Ice Cream.

Next: 1 ounce crushed Pineapple, or crushed Strawberries if in season, on Strawberry.

Next: Small spoon whipped cream both sides of center scoop.

Next: 2 spoons crushed nuts over all.

Next: Top center scoop with imitation maraschino cherry.

BLACK AND WHITE SUNDAE:

MAKE UP IN BANANA SPLIT DISH

First: 1 No. 20 scoop Chocolate Ice Cream.
Next: 1 No. 20 scoop Vanilla Ice Cream.
Next: On Chocolate Ice Cream, 1 ounce heavy Marshmallow topping.
Next: On Vanilla Ice Cream, 1 ounce heavy Chocolate topping.
Next: 1 spoon nuts over all.

Serve

HOLIDAY SPECIAL:

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Pecan Krunch Ice Cream.
Next: 1 ounce Marshmallow topping.
Next: 1 No. 20 scoop Vanilla Ice Cream.
Next: 1 sundae spoon Malted Milk.
Next: 1 ounce Hot Chocolate Fudge topping.

Serve

HOT FUDGE NUT SUNDAE:

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Burnt or Roasted Almond Ice Cream.
Next: 1 No. 20 scoop Burnt or Roasted Almond Ice Cream.
Next: 1 ounce Hot Chocolate Fudge topping.
Next: 1 spoon crushed nuts over all.

Serve

ROCKY ROAD SUNDAE

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Chocolate Ice Cream

Next: ½ Ladle heavy Marshmallow topping

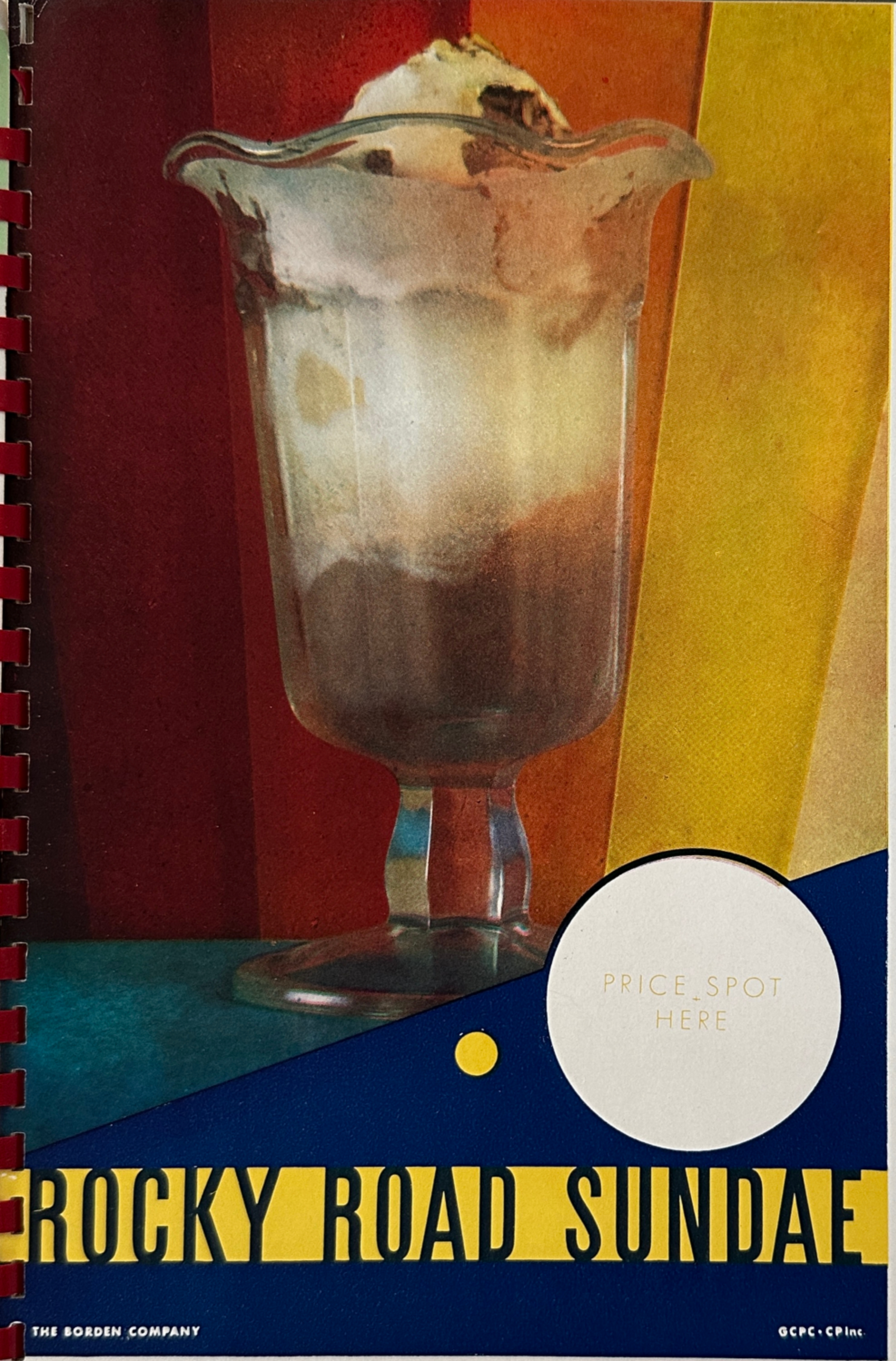
Next: 1 No. 20 scoop Chocolate Ice Cream

Next: 1 sundae spoon crushed nuts

Next: 1 ounce heavy Marshmallow topping

Serve

CHECK MARSHMALLOW DAILY — IT HAS A TENDENCY TO SEPARATE WHEN FERMENTATION SETS IN — IF IT IS FOUND THAT FERMENTATION HAS STARTED DO NOT USE—MAKE A NEW BATCH INSTEAD


PRICE SPOT HERE
ROCKY ROAD SUNDAE
THE BORDEN COMPANY
GCPC • CP Inc.

BANANA ROYALE

MAKE UP IN BANANA SPLIT DISH

First: 1 medium sized banana, split lengthwise

Next: 1 No. 20 scoop Vanilla Ice Cream

Next: 1 No. 20 scoop Strawberry Ice Cream

Next: 1 ounce Heavy Chocolate Syrup on Vanilla

Next: 1 ounce crushed pineapple or, if in season, one ounce crushed fresh strawberries on Strawberry Ice Cream

Next: Sprinkle lightly with nuts

Serve

★

DO NOT USE ON SUNDAES OR SPECIALS CHOCOLATE SYRUP THAT HAS BEEN CUT FOR USE IN SODAS—CHOCOLATE TOPPING FOR SUNDAES AND SODAS SHOULD BE TWICE AS HEAVY AS CHOCOLATE SYRUP USED IN SODAS

PRICE SPOT
HERE
BANANA
ROYAL

STRAWBERRY SUNDAE

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Frozen Strawberries (sherbet)

Next: 1 No. 20 scoop Vanilla Ice Cream

Next: 1½ oz. fresh crushed strawberries

Next: Small spoon whipped cream atop sundae

Next: Fresh strawberry atop whipped cream

Serve

Crushed fresh strawberries are usually sweet enough and heavy enough in consistency for serving when blended with four ounces of simple syrup to a pint basket of fresh strawberries.

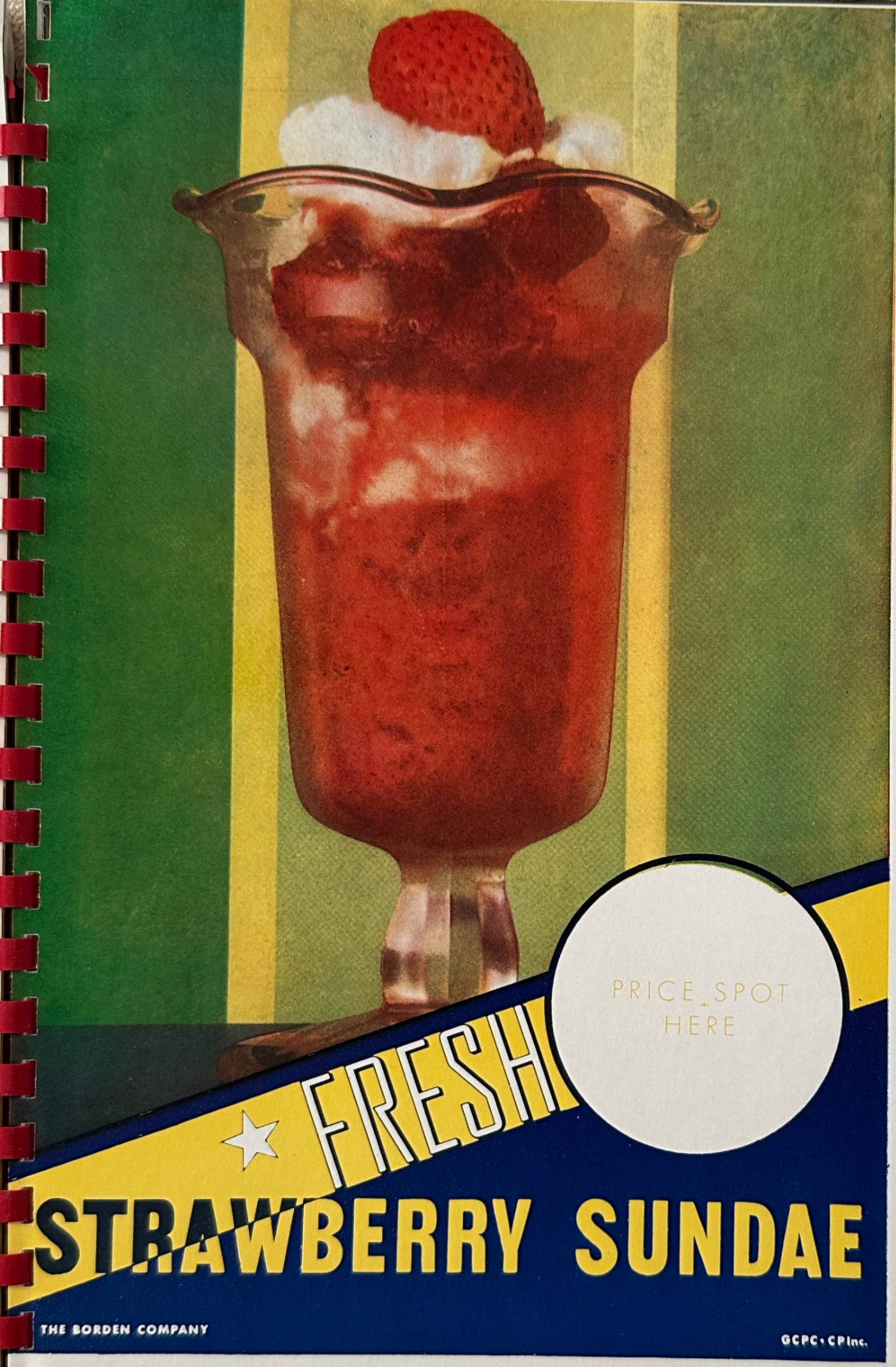
Fresh crushed strawberries are among the most economical of toppings when in season. Costs follow:

When selling for 15c pint basket, cost per ounce cut is .0100

When selling for 10c pint basket, cost per ounce cut is .0069

When selling for 5c pint basket, cost per ounce cut is .0038

USE CRUSHED FRESH STRAWBERRIES IN ALL STRAWBERRY SERVINGS WHEN IN SEASON — THEY ARE BETTER IN FLAVOR AND MOST ECONOMICAL


PRICE SPOT HERE
FRESH
STRAWBERRY SUNDAE
THE BORDEN COMPANY
GCPC • CPInc.

★ MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Fruit Salad Ice Cream
Next: 1 No. 20 scoop Fresh Banana Ice Cream
Next: 1 ounce Fruit Salad topping (see recipe)
Next: Small spoon whipped cream atop sundae
Next: Atop whipped cream one imitation maraschino cherry, count 1000 to gallon in size

Serve

YEAR AROUND FRUIT SALAD TOPPING

Blend together:
⅓ Crushed strawberries, fountain cut, (use fresh strawberries in season)
⅓ Crushed pineapple, fountain cut.
⅓ Diced pears in juice (get pears in cans, dice them yourself)
Mix together and use for fruit salad topping.

CHERRIES

Maraschino (imitation) Cherries are urged for use on all sundaes. They are very inexpensive, the cost in 1000 to gallon size cherries, being approximately ⅓ cent each. They dress up your sundae offerings and promote sales for you.

FRUIT SALAD SUNDAE

PRICE SPOT HERE
FRUIT SALAD SUNDAE

GIANT ICE CREAM SODA

IN GIANT SODA GLASS

First: 2 ounces syrup, flavor desired. (To just below first line in glass.)

Next: 1 spoon whipped cream. Drop on syrup.

Next: Hit whipped cream on syrup with fine stream carbonated water, rotating glass while filling to second line in glass.

Next: 2 No. 20 scoops Vanilla Ice Cream (unless other flavor of ice cream is specified by customer).

Next: Fill with coarse stream carbonated water. (It is preferable to fill with fine stream if you are adept enough to avoid splattering of foam thru hitting ice cream with fine stream carbonated water.)

Next: Stir lightly and serve.

Is your Carbonation right? - Check now. - Be sure.

(SEE CARBONATION INSTRUCTIONS, PAGE 85)

2/10

3/10

ICE CREAM SHAKE

★ *FEATURE UNUSUAL FLAVORS. With our service you are able to offer a large variety of unusual flavors in Ice Cream Shakes.*

MAKE UP IN SHAKE MIXING CUP

First: ½ ounce simple syrup.

Next: 3 No. 24 scoops flavor of ice cream that is to flavor shake.

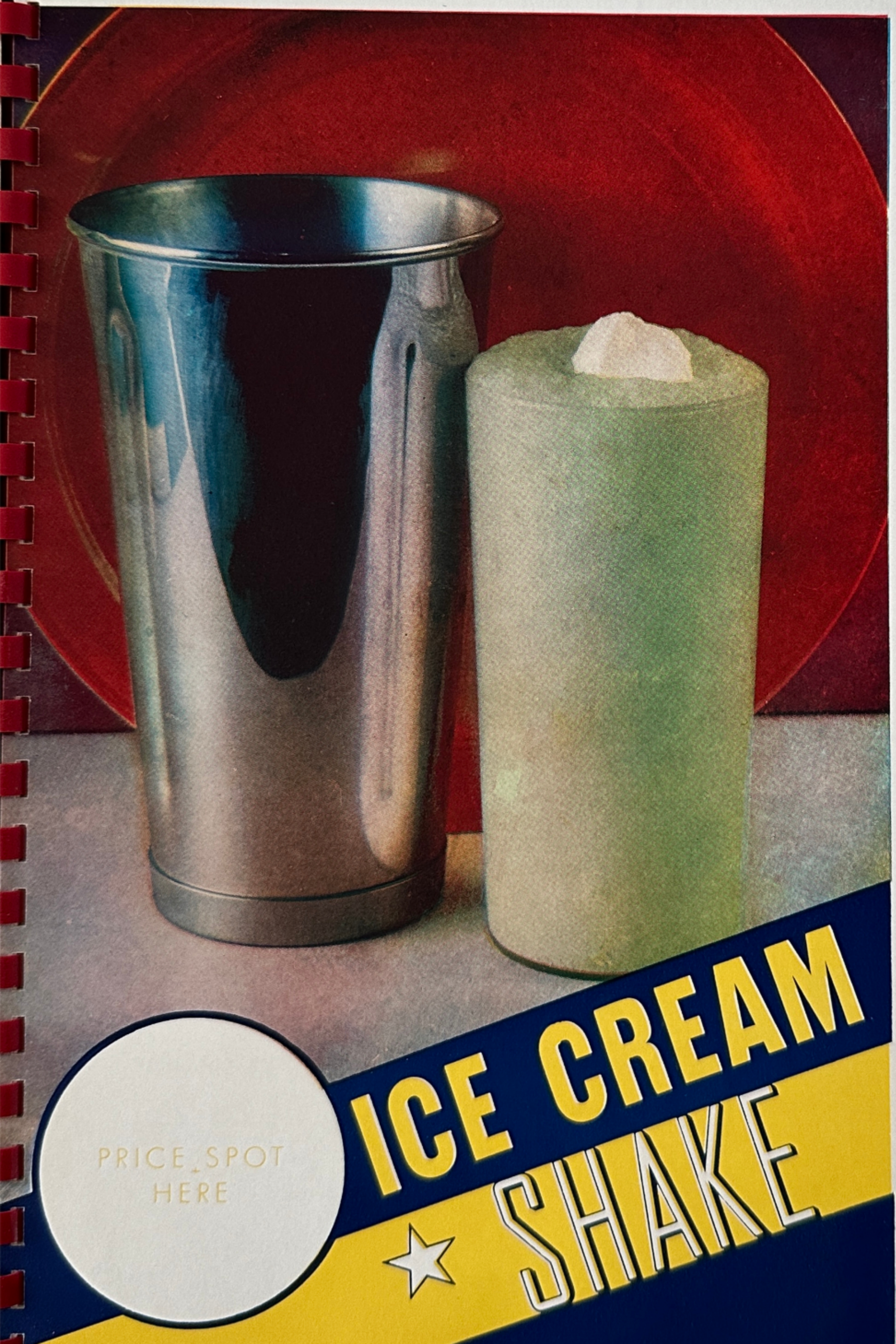
Next: 6 ounces (no more) fresh milk chilled to freezing. Be sure no particles of icy milk are present.

Next: Place on fast mixer and allow to mix just long enough to break down ice cream.

Next: Serve in a THIN glass.

In the winter time when we offer Egg Nog ice cream a surprisingly good shake in Egg Nog flavor may be made.

Pistachio, Lemon Custard, Pecan Krunch, Almond Toffee, Maple Nut, Fruit Salad, Frozen Strawberries, Orange Sherbet, Raspberry Sherbet, and many other flavors make especially fine shakes.


PRICE SPOT HERE
ICE CREAM
SHAKE

SUNDAE

HOT FUDGE

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Burnt or Roasted Almond Ice Cream.

Next: 1 No. 20 scoop Burnt or Roasted Almond Ice Cream.

Next: 1 ounce Hot Chocolate Fudge topping.

Next: 1 spoon crushed nuts over all.

Serve

Vanilla Ice Cream may be used instead if desired. Burnt or Roasted Almond Ice Cream, however, is recommended.

★ Be sure Hot Fudge topping is not just warm — It should be not less than 130 degrees F. and heavy in consistency.

PRICE SPOT
HERE
HOT FUDGE
NUT SUNDA

CHOCOLATE SUNDAE

MAKE UP IN A MELOROL SUNDAE DISH

First: 1 No. 20 scoop Vanilla Ice Cream
Next: 1 No. 20 scoop Vanilla Ice Cream
Next: 1 ounce Heavy Chocolate topping
Serve

Do not use cut chocolate syrup for sundae topping. It is not only too weak in flavor but results in anything but an appetizing offering. Heavy chocolate topping will build a real demand for this popular offering. The cost of heavy topping, at most, is not as much as is the cost of either crushed pineapple or crushed strawberries.

Eighty-eight per cent of Americans prefer chocolate in fountain servings. This is true of milk shakes as well as ice cream sodas. If your experience differs from this, check on your chocolate topping used on sundaes. You'll find your problem at that point.

Check Chocolate Syrup or topping frequently. Be sure that it has not soured.

© THE BORDEN COMPANY

GCPC • CP Inc.

CHOCOLATE SUNDAE

PRICE SPOT HERE

IN PARFAIT DISH

First: Fill half full of Vanilla Ice Cream.

Next: 1 ounce crushed pineapple topping.

Next: Fill dish with Pineapple Sherbet.

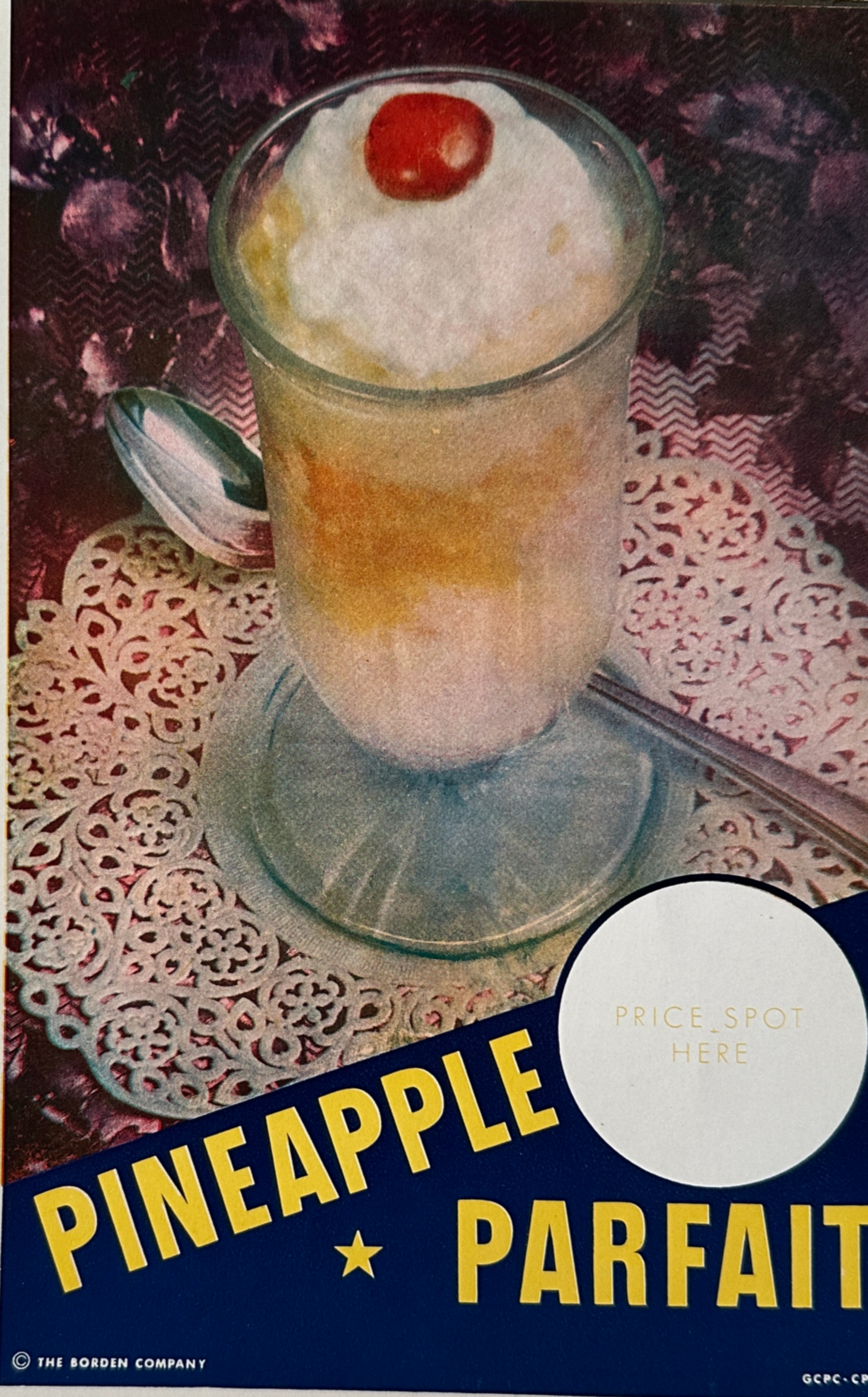
Next: Top with spoon whipped cream.

Next: Place on top and in center, either a cube of pineapple or a cherry.

Serve

Many other combinations in parfaits may be made. We are supplying you but one formula because the card depicting the parfait features the Pineapple Parfait.

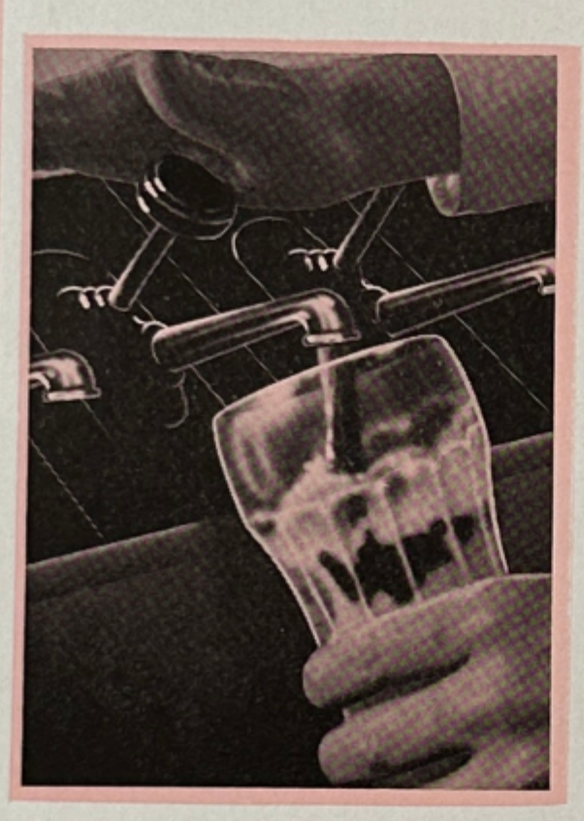
PINEAPPLE PARFAIT


PRICE SPOT HERE
PINEAPPLE
★ PARFAIT
© THE BORDEN COMPANY
GCPC-CP

OLD FASHIONED ICE CREAM SODA

It's been a good many years since an ice cream soda of this nature has been made but here is the Original.

FIRST: Fill glass to half way with ladle. Use ladle removing surplus ice cream as far down as ladle can be placed in glass.



SECOND: 1½ ounces heavy chocolate (or other flavor) syrup.

THIRD: 1 soda spoon whipped cream on syrup.

In a LARGE Coca-Cola or similar glass

FOURTH: Fill with fine stream carbonated water until glass is full. Do not stir. Serve with spoon.

© THE BORDEN COMPANY

GCPC • CPInc.

OLD-FASHIONED ICE CREAM SODA

PRICE SPOT HERE

FRUIT FROSTIE

MAKE UP IN GIANT SODA GLASS

First: ½ ounce fresh crushed strawberries.

Next: 2 No.24 scoops Frozen Strawberries (sherbet).

Next: Cream sherbet into soft mass with spoon.

Next: Hit with fine stream carbonated water to ½ full, then

Next: Finish filling with coarse stream carbonated water.

Next: Stir lightly and serve.

★

Any flavor frostie may be made providing you have syrups or fruits and sherbets of corresponding flavors. For instance: orange syrup and orange sherbet for an orange frostie, etc.

Is your Carbonation right? - Check now. - Be sure.

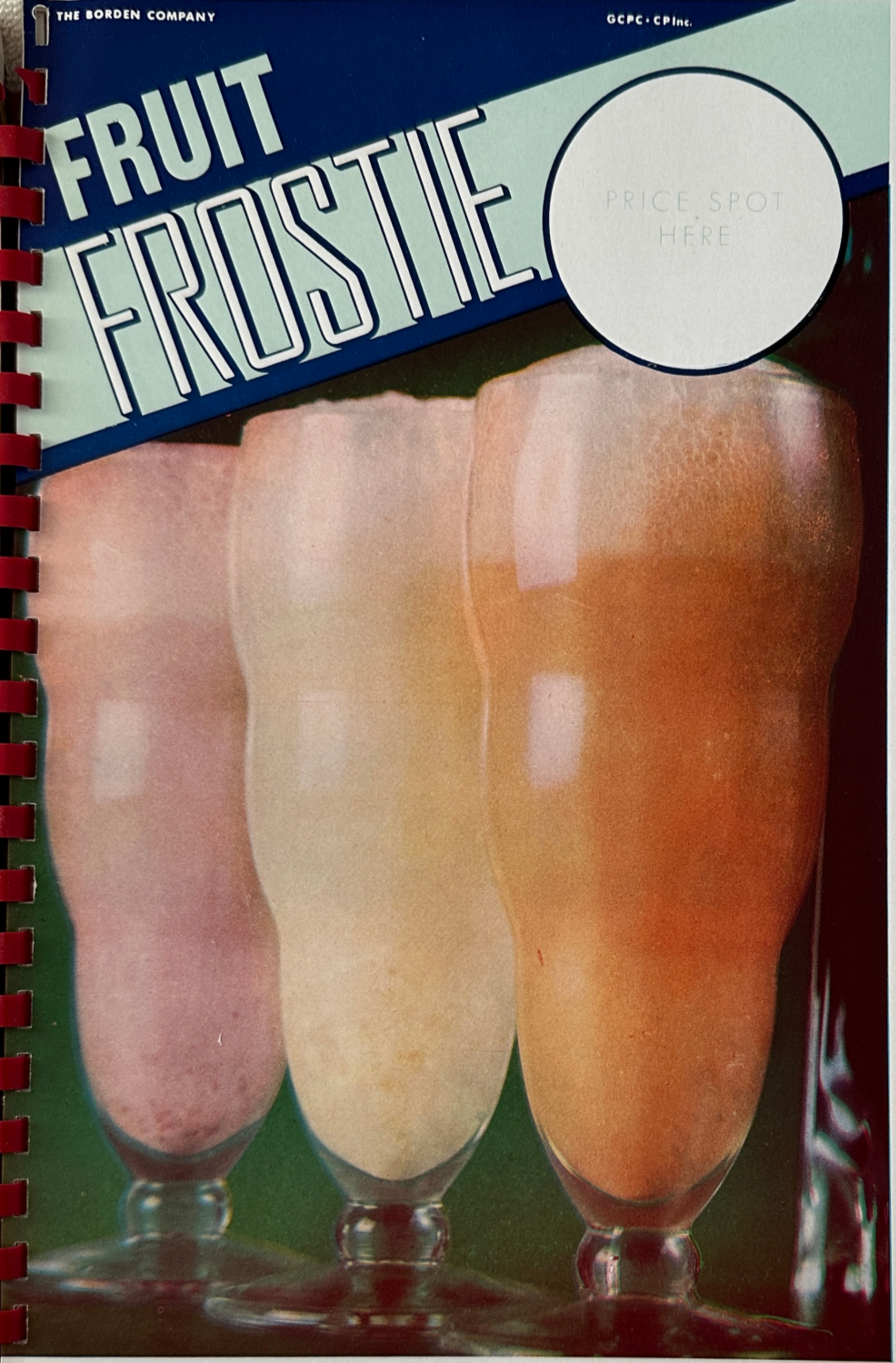
(SEE CARBONATION INSTRUCTIONS, PAGE 85)

THE BORDEN COMPANY

GCPC • CPInc.

FRUIT FROSTIE

PRICE SPOT HERE



MALTED MILK

MAKE UP IN MALTED MILK GLASS

First: 1 oz. best quality Chocolate Syrup

Next: 2 No. 24 scoops Vanilla Ice Cream

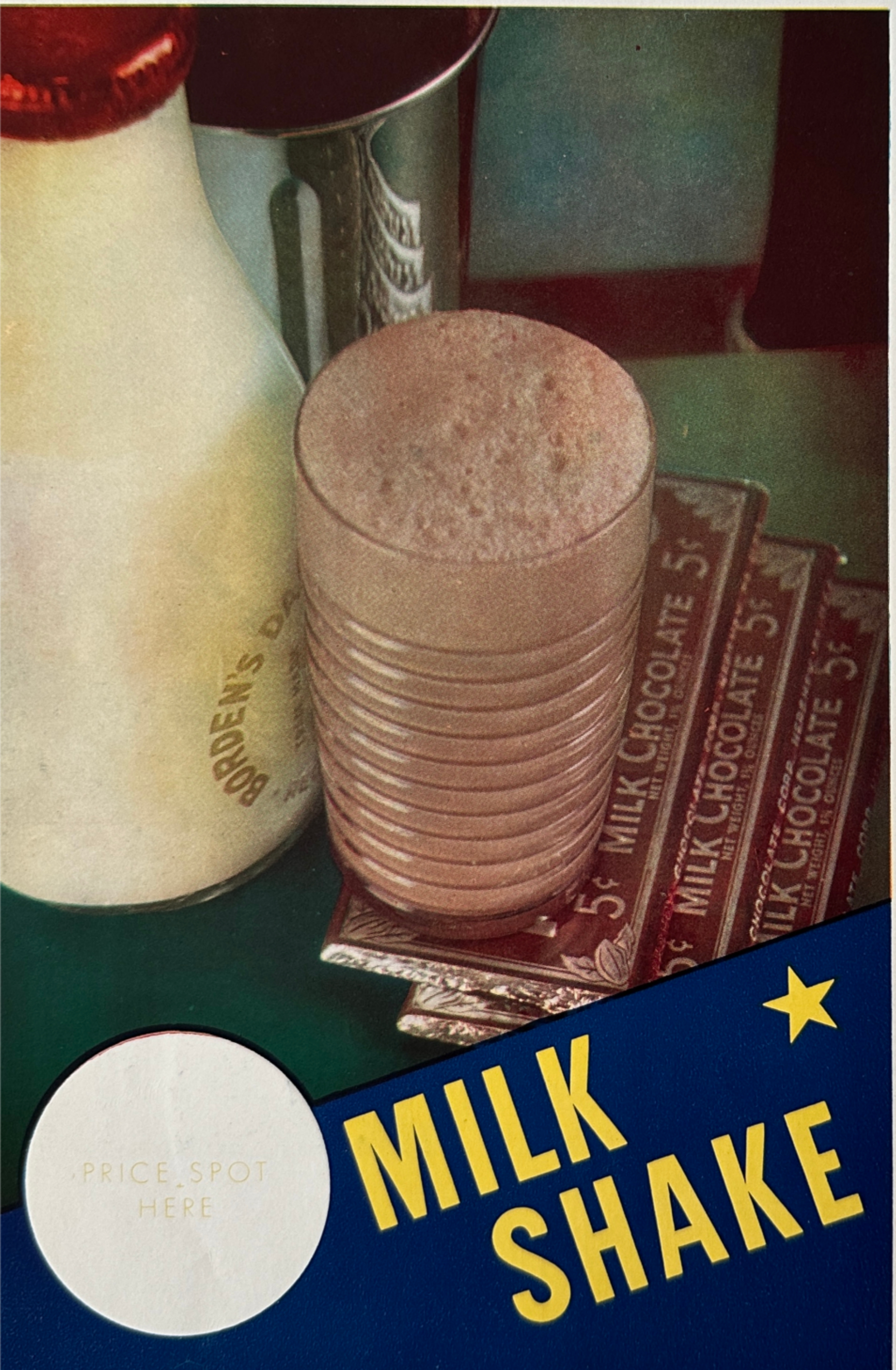
Next: 6 oz. Ice Cold Milk

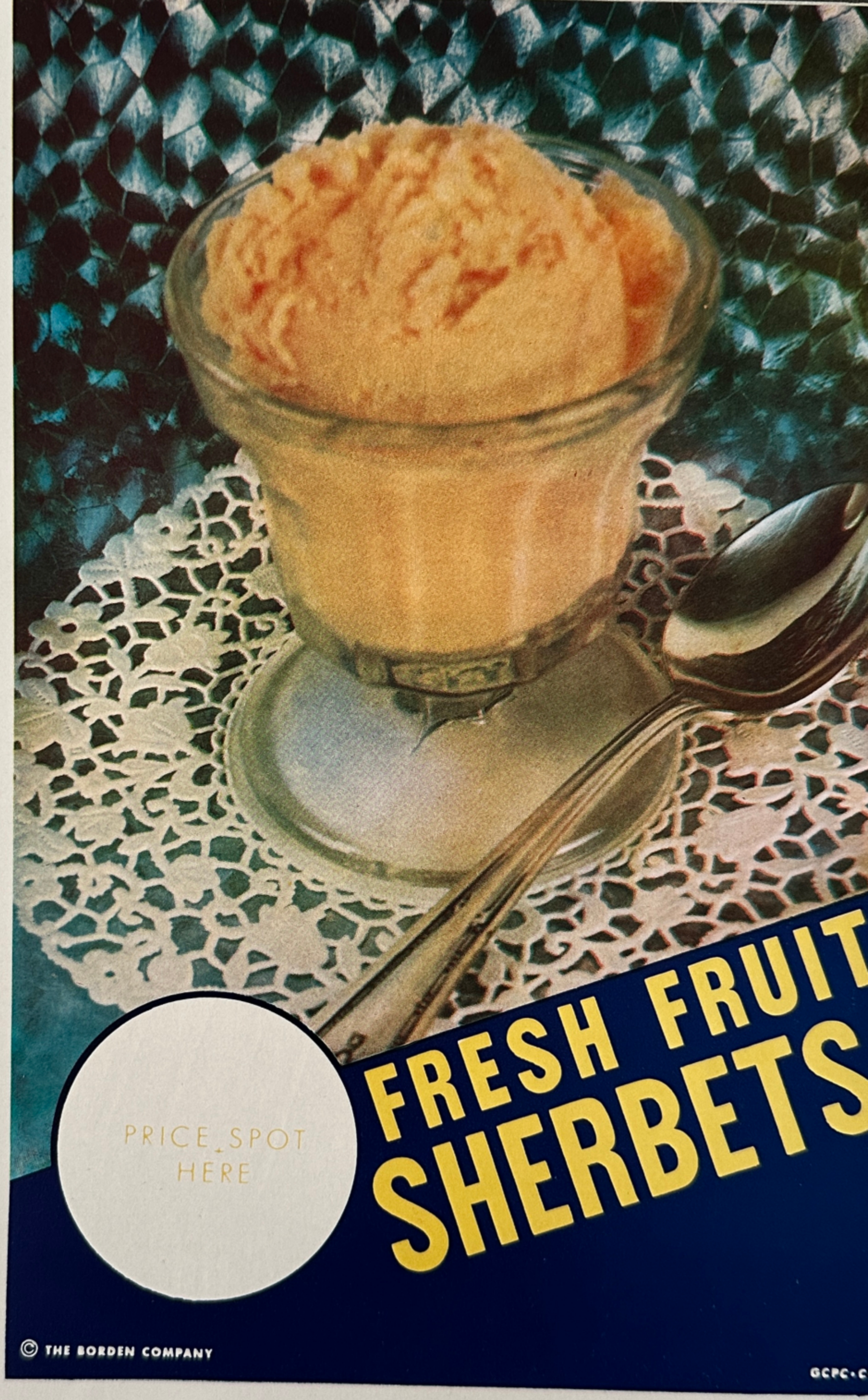
Next: 2 heaping serving spoons of Malted Milk or one serving from a dispensing machine.

Leave on mixer until the ice cream has dissolved and the drink is smooth and frosty—about one minute.

This recipe will yield about a fourteen-ounce finished drink.

PRICE SPOT
HERE
MALTED • MILKS


BORDEN'S
MILK CHOCOLATE 5¢
MILK CHOCOLATE 5¢
MILK CHOCOLATE 5¢
PRICE SPOT HERE
MILK SHAKE


PRICE SPOT HERE
FRESH FRUIT
SHERBETS
© THE BORDEN COMPANY
GCPC-C

PIE
AND ICE CREAM
PRICE SPOT HERE
© THE BORDEN COMPANY
GCPC • CPInc.

BORDEN'S *Cost and Food* FORMULARY

FOR LIMITED FOUNTAIN LUNCH OPERATIONS

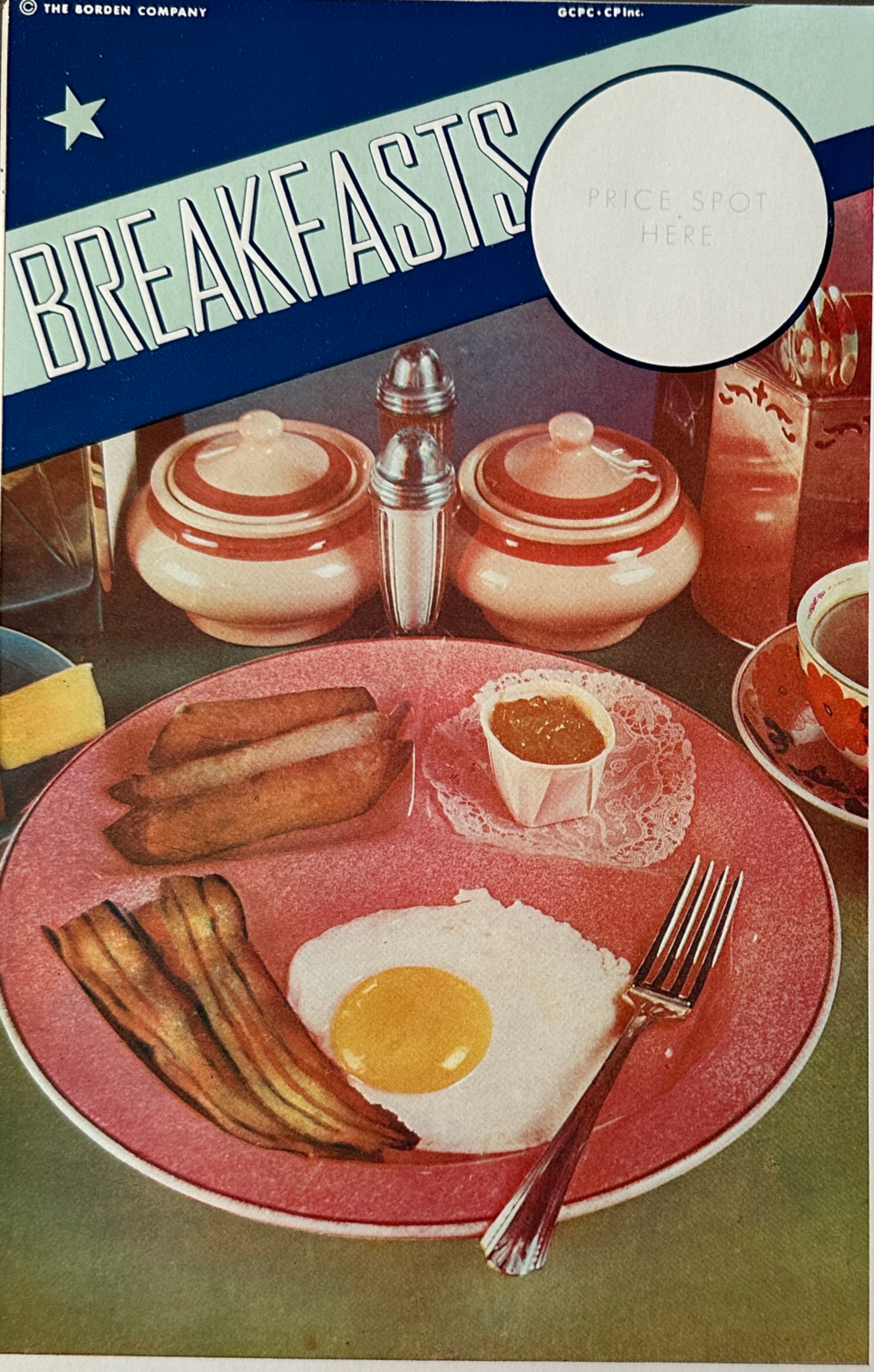
Detailed ingredient costs used in the following pages have been figured on the basis of current market quotations as of January 1st, 1937. They are offered only as a helpful service to our dealers and are not guaranteed against fluctuating markets, nor against minor differences.

© THE BORDEN COMPANY

GCPC • CPInc.

BREAKFASTS

PRICE SPOT HERE



BREAKFASTS

Because of the importance of breakfast to fountain lunch operations we are offering suggested combinations for that meal.

At no time of the day is it more difficult to please your trade than at breakfast. By that same reason it is your best opportunity as a fountain lunch operator to impress and win habitual patronage. The following cost formularies price ingredients sufficiently high to allow for the use of the very best quality of ingredients the market affords. Costs shown make easy figuring your markup to whatever you wish to gross.

No. 1.—6 ounces Tomato Juice	.0175
2 pcs. buttered toast, jelly	.0325
Coffee, cream, sugar	.0175
Total cost	.0672
No. 2.—6 ounces Tomato Juice	.0175
2 Hot Cakes, butter, syrup	.0600
2 Link Sausages	.0400
Coffee, cream, sugar	.0175
Total Cost	.1350
No. 3.—6 ounces Tomato Juice	.0175
1 Egg, fried	.0300
2 slices Bacon or 2 Link Sausages	.0400
2 pcs. Toast, buttered, jelly	.0325
Coffee, cream, sugar	.0175
Total Cost	.1375
No. 4.—6 ounces Tomato Juice	.0175
1 slice Boiled Ham, fried	.0400
2 Eggs, fried	.0600
2 pcs. Toast, buttered, jelly	.0325
Coffee, cream, sugar	.0175
Total Cost	.1675

★ *To supply a cost formulary fitted to the ever-changing markets is well-nigh impossible. No such attempt is made herein, but rather a formulary in which the costs used are based on figures high enough to meet the maximum prices occurring at peak seasons in all markets effected.*

BREAKFASTS

If fresh orange juice is to substitute tomato juice then figure the cost at .0350 per serving of six ounces. This allows for pure orange juice made from fresh juice oranges, size 216's, at cost of .0175 each or 20 cents a dozen.

Tomato juice cost used is derived from a base cost of a number 10 tin at 34 cents each tin.

Bacon is based on a cost of 36 cents per pound to be cut to yield 18 slices per pound.

Link Sausage is based on a cost of 32 cents per pound to yield 16 sausages per pound. Be sure they are strictly fresh.
Coffee is based on a cost of 26 cents per pound and without cream or sugar should be figured at ¾ cent per cup. Yield per pound of coffee should be 38 cups of coffee.

Eggs are based on a cost of 36 cents per dozen. This is ample to allow for the purchase of strictly fresh eggs and nothing else should be used, even tho it becomes necessary at times to purchase smaller than usual size to keep within cost allowance.

Butter is based upon a cost of 40 cents per pound and is figured, with jelly, in toast cost in foregoing offerings. Two pads, 1/48 pound each, with each order.

If honey is served instead of syrup the cost is still the same, as both syrup (maple blend) and honey have been based on a cost resulting in a serving cost of 1½ cents each. Honey is based on a cost of 40 cents per quart yielding 27 servings to quart, while syrup is based on a cost of 96 cents per gallon allowing 64 servings to gallon. In instances of recommended servings the cost is included in cost of hot cakes.

The suggested breakfast combinations are designed to meet the approval of the most discriminating of your customers. Prepare them with the greatest of care. Price them to allow a reasonable gross for yourself and at the same time to meet with the popular approval of your customers.

Most people enjoy looking through the morning paper during breakfast. It is a thoughtful gesture for dealers to obtain each morning a sufficient number of copies of the most popular morning paper to take care of the average number of customers seated at a time. As each customer leaves make it a practice to refold the paper neatly. Nothing is so offensive to the eye as carelessly folded newspapers. It suggests to your patronage that if you are careless in that respect you may also be careless in your kitchen or in the quality of the food that you purchase for resale. Should you favor the plan of supplying your breakfast customers with newspapers to read while they eat, calculate your daily outlay as a portion of your food costs and thus protect your gross.

© THE BORDEN COMPANY GCPC • CPInc.

Hot PLATE LUNCH

PRICE SPOT HERE

• BEEF STEW AND VEGETABLES

PRICE SPOT HERE

LUNCHEONS

In considering luncheon suggestions we are again confronted with a number of problems. The most acute is the limitation of cooking facilities in many fountain lunch establishments. Food is not, in the majority of instances, a major industry at fountain lunch establishments. The offerings are limited and in many instances do not, in the last analysis, yield a profit. The problem of leftovers is altogether too frequently the cause of a losing food operation. The St. Louis Survey, conducted several years ago over a wide area and covering many such establishments, revealed that "except in rare locations luncheonettes are relatively unprofitable." Because we recognize in the serving of food at the fountain a means of aiding our dealers to realize favorably thru the offering of food, especially during winter months, we are undertaking, in a limited manner, the suggestion of a profitable routine in the offering of food with assurance of profit resulting from such effort.

As previously implied, in the majority of instances where actual losses are incurred in the serving of food at a fountain the direct cause is the problem of converting profitably leftovers, from daily offerings. Because it offers maximum utility in this respect and suffers least from market fluctuations and is, further, a simple enough routine to meet the requirements of even the most limited kitchen facilities, we offer the following suggested list of daily offerings scheduled weekly:

Monday: Potroast of Beef, egg noodles.
This entree may be converted into an outlet in the form of hot or cold sandwiches or will aid in the creation of a cold plate.

Tuesday: Beef Stew, vegetables.
Leftover beef stew to be converted into baked meat pies and served on Saturdays.

Wednesday: Salmon Patty, cream sauce.
Convert leftovers into creamed seafood listed for Friday offering.

Thursday: Baked Meat Loaf.
Convert leftovers into hot or cold sandwiches as well as into baked meat pie.

Friday: Seafood, creamed on toast.
Convert leftovers into tuna sandwich spread.

Saturday: Baked Meat Pie.
Convert leftovers into baked meat loaf or into beef stew.

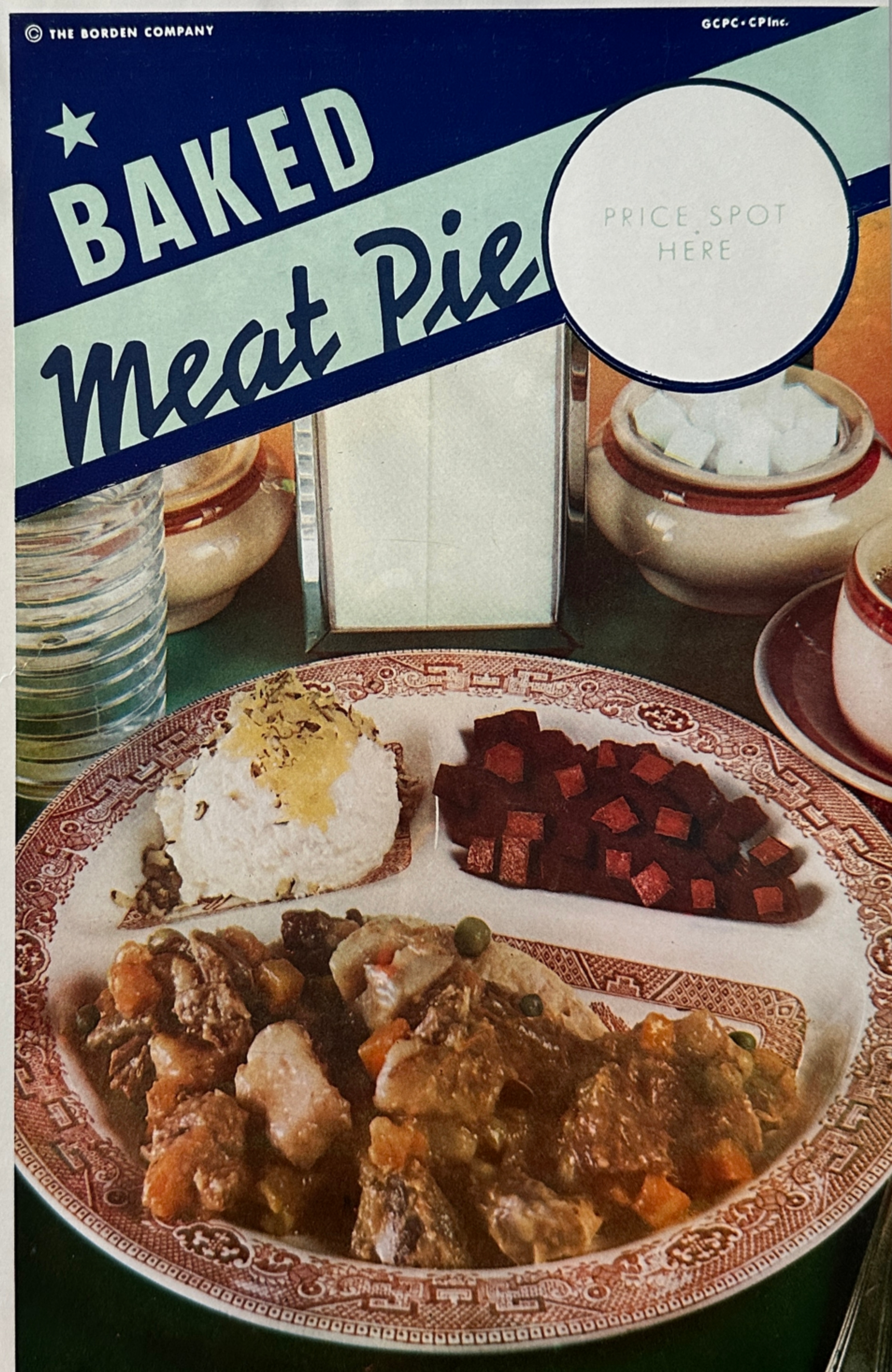
SOUPS

DAILY WANT LIST

REQUIREMENTS FOR 15 SERVINGS

ITEM	QUANTITY	ALLOWANCE
Beef, lean trimmings	½ pound	22c lb.
Bones, for soup		10c
Carrots, raw	1 pound	4c lb.
Celery	½ bunch	8c bunch
Lea & Perrin Sauce		
Onions, dried	1 pound	5c lb.
Pepper		
Potatoes, raw	½ pound	4c lb.
Salt		
Tomatoes with puree	1 No. 2 tin	12c ea.
Vegetable odds and ends on hand		

It is to your advantage to buy as much under allowed prices as possible, always bearing in mind that quality is paramount.

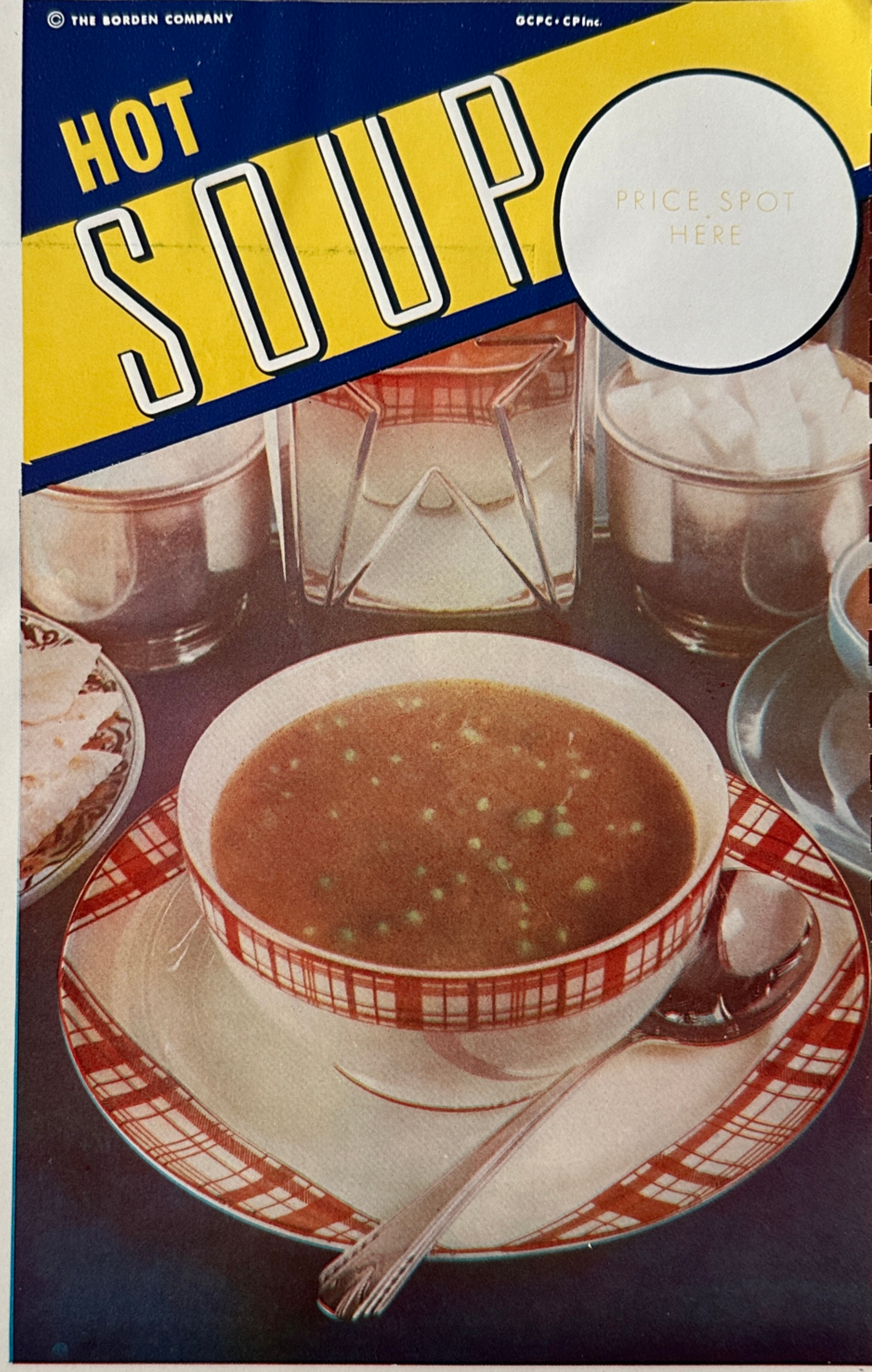

© THE BORDEN COMPANY
GCPC • CPInc.
BAKED
Meat Pie
PRICE SPOT
HERE

© THE BORDEN COMPANY

GCPC • CPInc.

HOT SOUP

PRICE SPOT HERE



Following such a routine as suggested eliminates entirely the costly leftovers as a problem. By following the succeeding pages of recipes in the makeup of these servings you are assured of your rightful margin of profit as well as a resultant serving blended in a manner that will satisfy the most difficult stomach and will consequently create a dependable patronage.

Cost figures allow for the purchase of very acceptable quality in raw products at all times normally. Do not at any time permit the use of tainted meats or soup bones. Always insist upon the quality of raw product that those prices allow. They are figured high to allow for normal seasonable market fluctuations.

While vegetable soup is not an included item in any of the scheduled menus it is included herein as an a la carte offering. You may regard the recipe as a little too elaborate. Try it before condemning it. A good soup is as important to your menu as a good coffee. Make yours so outstandingly good that people will willingly walk out of their way to obtain it. Offer it daily as an a la carte offering at ten cents per bowl or as an item with plate lunch at an additional charge of five cents for the meal. It serves the purpose of grossing up your average per customer ringup when retained as an a la carte item.

VEGETABLE SOUP (Makes fifteen servings):

First: Place soup bones in pot adding enough water to bring level to about halfway point in pot. Be sure that soup bones are submerged below water level. Add water as needed during cooking process.

Next: Add celery tops and any odds and ends of vegetables that you have on hand. The more the richer the stock.

Next: Boil over fairly hot flame for three hours.

Next: Strain off soup stock and dispose of soup bone and other solids which are now useless.

Next: Add to soup stock the following ingredients:

¼	bunch celery, diced small	$ .02
1	pound onions, chopped fine	.05
1	pound carrots, raw, diced small	.04
1	No. 2 tin tomatoes with puree	.12
½	pound potatoes, raw, diced small	.02
1	cup diced trimmings of lean beef	.11
	Dash of Lea & Perrins Sauce to suit	.01
	Salt, pepper, to suit taste	.005
	Cost of soup bone	.10
	Total cost	.475

Makes fifteen servings cost $ .0317 each.

Allow soup to boil about twenty minutes after adding above.

Monday • POT ROAST

DAILY WANT LIST

REQUIREMENTS FOR 12 SERVINGS

ITEM	QUANTITY	ALLOWANCE
Beef, shank of round for potroast, boneless	4 pounds	25c pound
Bread	24 slices	10c loaf
Butter	¼ pound	40c pound
Carrots, raw	1 pound	4c pound
Coffee		
Corn, in can	1 No. 2 tin	15c tin
Cream, for coffee		
Flour, for gravy thickener		
Garlic	½ clove	
Milk, fresh, for corn	6 ounces	
Noodles, egg style	6-ounce pkg.	10c pkg.
Onions, dried	1 pound	5c pound
Pepper		
Potatoes	2 pounds	4c pound
Salt		
Sugar		
Tomatoes with puree	1 No. 2 tin	12c tin

RECIPE

First: Having obtained a sweet flavored, fresh potroast such as described in your daily want list, have it boned and tied. Season roast with salt and pepper.

Next: In frying pan or dutch oven place sufficient lard or shortening to cover bottom of pan when melted. This should be sufficient to prevent the meat from sticking to the pan while searing. Bring temperature of pan to smoking heat.

Next: Sear all of surface of meat to rich brown.

Next: Add sufficient water to bring level about one-third up in pan.

Next: Add three medium sized onions, chopped fine, and five medium sized carrots, diced small, also ½ of a No. 2 tin tomatoes with puree and ½ clove of garlic chopped fine.

Next: Stir into water and allow to simmer slowly. About two hours should be sufficient. DO NOT BOIL. THE FASTER YOU COOK MEAT THE GREATER IS YOUR SHRINKAGE.

Next: Remove meat from pan and add gravy batter consisting of three heaped tablespoons flour that has been stirred into 1½ cups water. Stir gravy stock while it thickens.

Next: Place pot roast back in gravy. This will prevent the roast drying out. It is more difficult to serve but far more satisfactory in flavor.

NOTE: Many cooks strain the gravy after it has thickened. This is not recommended in this instance.

COST of Ingredients

4 pounds Shank of Round Potroast	$1.00
1 pound Dried Onions	.05
1 pound Carrots	.04
1 No. 2 tin Tomatoes with Puree (half tin used)	.06
Garlic, Salt, Pepper, Lard	.01
3 heaped tablespoons Flour	.0075
Total cost	$1.1675

Serves 12 plates, 4 ounces each, cost $ .0973 each

OF BEEF

MENU

MONDAY

Fresh Vegetable Soup 10c
With Plate Lunch 5c

SPECIAL PLATE LUNCH

Pot Roast of Beef

Egg Noodles — Stewed Corn

Mashed Potatoes
Bread and Butter
Ice Cream or Sherbet

Coffee — Hot Tea

35 cents

Hot Beef Sandwich

Mashed Potatoes — Brown Gravy

Coffee
25 cents

Cold Sandwiches:

Cheese (American or Swiss) — Tuna
Deviled Egg — Cold Ham
Each with Potato Salad
15 cents

Chilled Salads:

Combination — Tuna — Fruit
With Buttered Toast
25 cents

COST per Serving

Entree:	
4 ounces Potroast Beef, Gravy	$ .0973
Egg Noodles	.0083
Stewed Corn	.0143
1 No. 2 scoop Mashed Potatoes	.0060
Entree cost	.1259
2 slices Bread, 1 pad Butter	.0150
Dessert:	
Ice Cream or Sherbet	.0200
Beverage:	
Coffee, Cream, Sugar	.0175
Total cost of meal	$ .1784

MENU Layout Suggested

Buttermilk may be added without material change in cost of included beverage. While fresh milk is a little higher in cost, about ten per cent of your customers will request it. Good judgment dictates satisfying that customer even though the cost differential is less favorable.

Tuesday • BEEF STEW &

DAILY WANT LIST

REQUIREMENTS FOR 12 SERVINGS

ITEM	QUANTITY	ALLOWANCE
Beef, lean stew, boneless	2 pounds	22c pound
Beans, string, canned	2 No. 2 tins	20c each
Beets, diced, canned	1 No. 2 tin	11c each
Bread	24 slices	10c loaf
Butter	¼ pound	40c pound
Carrots, raw	1 pound	4c pound
Celery	¼ bunch	8c bunch
Coffee		
Cream, for coffee		
Flour, for gravy thickener		
Onions, dried	1 pound	5c pound
Pepper		
Potatoes	½ pound	4c pound
Salt		
Sugar		
Tomatoes with puree	1 No. 2 tin	12c tin

RECIPE

First: Insist upon fresh, sweet flavored, lean stew beef. Do not accept any but boneless meat. Price allowed in your daily want list is sufficient to insure good quality.

Next: Trim skin and tough tissues from stew beef. Cut into pieces uniform in size.

Next: In pot to be used for cooking place enough lard or shortening to cover bottom of pot when melted. Bring pot to smoking temperature.

Next: Place stew beef in pot and stir while searing. Allow thirty minutes for searing.

Next: Chop one pound onions fine and add to stew with one No. 2 tin of tomatoes with puree. Salt and pepper to taste. Stir into meat thoroughly then add sufficient water to cover all adding as required while cooking.

Next: Allow stew to boil over fairly hot fire until almost done, trying with fork to determine.

Next: Add one pound raw carrots diced, ½ pound raw potatoes diced, and ¼ pound celery diced. These should be added about fifteen minutes before stew is to be removed from fire. Just before removing from fire add thickening paste made of 3 heaped tablespoons of flour that has been stirred into 1½ cups of water. Stir into stew and remove from fire immediately.

COST of Ingredients

2	pounds lean Stew Beef (boneless)	$ .44
1	pound Onions	.05
1	pound Carrots	.04
½	pound Potatoes	.02
¼	pound Celery	.026
1	No. 2 tin Tomatoes with Puree	.12
3	heaped tablespoons Flour	.0075
	Salt, Pepper	.0050
	Total cost	$ .7085

Serves 12 plates, cost per serving $ .0595 each

VEGETABLES

MENU

TUESDAY

Fresh Vegetable Soup 10c
With Plate Lunch 5c

SPECIAL PLATE LUNCH

Beef Stew with Vegetables
String Beans Diced Beets
Bread and Butter
Ice Cream or Sherbet
Coffee Hot Tea
35 cents

Hot Beef Sandwich
Mashed Potatoes Brown Gravy
Coffee
25 cents

Cold Sandwiches:
Cheese (American or Swiss) Tuna
Deviled Egg Cold Ham
Each with Potato Salad
15 cents

Chilled Salads:
Potato Combination Tuna Fruit
With Buttered Toast
25 cents

COST per Serving

Entree:	
Beef Stew (about 8 ounces)	$ .0595
String Beans	.0334
Diced Beets	.0100
2 slices Bread, 1 pad Butter	.0150
Entree cost	.1179
Dessert:	
Ice Cream or Sherbet	.0200
Beverage:	
Coffee, Cream, Sugar	.0175
Total cost of meal	$ .1554

MENU Layout Suggested

Buttermilk may be added without material change in cost of included beverage. While fresh milk is slightly higher per serving, about ten per cent of your customers will express their preference for that beverage. Good judgment dictates serving these customers even though the cost is slightly higher.

Wednesday • SALMON

DAILY WANT LIST

REQUIREMENTS FOR 12 SERVINGS

ITEM	QUANTITY	ALLOWANCE
Butter	⅜ pound	40c pound
Bread	24 slices	10c loaf
Cabbage	2 pounds	2c pound
Coffee		
Crackers, soda	12 crackers	10c pkg.
Cream, for coffee		
Eggs, fresh	1 egg	36c dozen
Flour, for gravy thickener		
Mayonnaise	4 ounces	39c quart
Milk, fresh	6 ounces	
Peas, canned	1 No. 2 tin	15c tin
Pepper		
Potatoes, raw	2 pounds	4c pound
Salmon, canned	1 No. 2 tin	26c tin
Salt		
Sugar		
Vinegar	½ cup	14c quart

RECIPE PATTY AND CREAM SAUCE

First: Crumble 12 soda crackers into bowl.

Next: Mince contents of 1 No. 2 tin good grade of Salmon and add to crackers.

Next: Break one fresh egg and add to above ingredients.

Next: Season with salt and pepper and mix all ingredients thoroughly.

Next: Form ingredients into 12 patties equal in size.

Next: Place greased frying pan over fairly hot fire and fry patties until they reach a rich brown on fried surfaces.

Next: Make gravy batter by mixing together 2 heaped tablespoons of flour and 1 cup of fresh milk.

Next: Place 2 rounded tablespoons butter in frying pan and allow to melt. Then pour in batter and season with salt and pepper, stirring until desired thickness is attained. Remove from fire and strain.

COST of Ingredients

1 No. 2 tin Salmon	$ .26
1 Egg, fresh	.03
12 Soda Crackers	.0708
1 cup Fresh Milk	.0228
2 heaped tablespoons Flour	.0050
2 tablespoons Butter	.0800
Seasoning and Fat	.01
Total cost	$ .4786

Serves 12, cost per serving $ .0399 each

COLD SLAW - 12 SERVINGS

First: Shred fine 1 small cabbage.

Next: Add ½ cup mayonnaise to cabbage.

Next: Add ½ cup vinegar.

Next: Add salt and pepper and sugar to taste.

Next: Stir all together and serve.

COLD SLAW COST

1 2-pound Cabbage	$ .04
½ cup Mayonnaise	.0375
½ cup Vinegar	.0050
Salt, Pepper, Sugar	.0100
Total cost	$ .0925

Serves 12, per serving cost $ .0077 each

PATTY

MENU

WEDNESDAY

Fresh Vegetable Soup 10c
With Plate Lunch 5c

SPECIAL PLATE LUNCH

Salmon Patty, Cream Sauce
Sugar Peas — Cold Slaw
Mashed Potatoes
Bread and Butter
Ice Cream or Sherbet
Coffee — Hot Tea
35 cents

Hot Beef Sandwich
Mashed Potatoes — Brown Gravy
Coffee
25 cents

Cold Sandwiches:
Cheese (American or Swiss) — Tuna
Deviled Egg — Cold Ham
Each with Potato Salad
15 cents

Chilled Salads:
Fruit — Tuna — Combination — Potato
With Buttered Toast
25 cents

COST per Serving

Entree:

Ladle Cream Sauce on plate and 1 Salmon Patty on Sauce	$ .0399
Peas	.0125
Cold Slaw	.0077
1 No. 20 scoop Mashed Potatoes	.0060
Total cost	.0661
2 slices Bread, 1 pad Butter	.0150
Dessert: Ice Cream or Sherbet	.0200
Beverage: Coffee, Cream, Sugar	.0175
Total cost of meal	$ .1186

Cold Slaw recipe next page.

MENU Layout Suggested

Buttermilk may be added without material change in cost of included beverage. While fresh milk is slightly higher per customer served, about ten per cent of your customers will request it as beverage. It is good judgment to satisfy those customers even though the cost is slightly higher.

Thursday • BAKED MEAT

DAILY WANT LIST

REQUIREMENTS FOR 12 SERVINGS

ITEM	QUANTITY	ALLOWANCE
Beef, lean, fresh ground	2 pounds	22c pound
Bread, accumulated crusts	equal ½ loaf	
Bread	24 slices	10c loaf
Bone, for gravy stock		10c
Butter	¼ pound	40c pound
Carrots, diced, canned	1 No. 2 tin	11c tin
Celery tops for gravy stock		
Coffee		
Cream, for coffee		
Eggs, fresh	1 egg	36c dozen
Flour, for gravy thickener		
Garlic	½ clove	
Kitchen Bouquet	dash	39c bottle
Lea & Perrin Sauce		
Onion, dried	½ onion	4c pound
Parsley		
Pepper		
Potatoes	2 pounds	4c pound
Tomato, hot sauce	1 9-oz. tin	6c tin
Tomatoes, with puree	1 No. 2 tin	12c tin
Salt		
Sugar		
Vegetable, odds and ends on hand for gravy stock		

RECIPE Meat Loaf

First: Price allowance on your daily want list is sufficient to afford sweet flavored, fresh beef. Determine that you get strictly fresh meat as there is nothing so distasteful as a meat loaf made from stale meat. Have it ground fine.

Next: Soak breadcrusts equivalent to ½ loaf of bread. Squeeze surplus water from bread and add in mixing bowl to ground meat.

Next: Chop fine ¼ medium-sized onion and ½ clove of garlic, a little finely chopped parsley and add to meat and bread.

Next: Add small can hot tomato sauce and one fresh egg. Salt and pepper then mix all ingredients thoroughly.

Next: Mold into long, narrow, loaf and place in greased pan and add just enough water to cover bottom of pan. Place in oven and bake 40 minutes at 340 degrees F.

COST of Ingredients

2	pounds Beef, ground	$ .44
½	loaf Bread Crusts	.05
¼	medium sized Onion, ½ clove Garlic	.01
1	small tin Tomato Hot Sauce	.06
1	fresh Egg	.03
	Parsley, Salt and Pepper	.01
	Total cost	$ .60

Serves 12, cost per serving $ .05 each

BROWN GRAVY

Brown gravy will be required daily for use in serving hot meat sandwiches. For that reason you should bear in mind when purchasing soup bones to obtain about twice the quantity that will be required for your daily soup offerings that there may be sufficient surplus stock to make your gravy. Be sure to obtain fresh, sweet flavored, soup bones.

First: Place soup bone in pot with celery tops and odds and ends of vegetables on hand. It is important that a plentiful supply of vegetable odds and ends be used to insure sufficiently strong stock.

Next: Add sufficient water to completely cover all solids in pot and boil over fast fire for three hours. Strain stock and dispose of bones and solids which have now served their purpose.

Next: Place three pints strong soup stock in pan large enough to make gravy.

Next: Make batter of 4 heaped tablespoons flour thoroughly mixed in 1½ cups water. Pour in soup stock which must be at boiling temperature.

Next: Add sufficient kitchen bouquet to flavor and give gravy golden brown color. Stir into gravy and remove from fire immediately.

Next: Add salt and pepper and a dash of Lea & Perrins Sauce sufficient to obtain tasty flavor. Stir into gravy then strain gravy.

BROWN GRAVY COST

	Soup Bone	$ .10
4	heaped tablespoons Flour	.01
¼	ounce Kitchen Bouquet	.0244
	Salt, Pepper, Lea & Perrins Sauce	.015
	Total cost	$ .1494

Sufficient for 12 liberal servings at $ .0125 each

LOAF

MENU

THURSDAY

Fresh Vegetable Soup 10c
With Plate Lunch 5c

SPECIAL PLATE LUNCH

Baked Meat Loaf
Stewed Tomatoes Diced Carrots
Mashed Potatoes
Bread and Butter
Ice Cream or Sherbet
Coffee Hot Tea
35 cents

Hot Baked Meat Loaf Sandwich
Mashed Potatoes Brown Gravy
Coffee
25 cents

Cold Sandwiches:
Cheese (American or Swiss) Tuna
Deviled Egg Cold Ham
Each with Potato Salad
15 cents

Chilled Salads:
Combination Tuna Fruit Potato
With Buttered Toast
25 cents

COST per Serving

Entree:	
Slice Baked Meat Loaf	$ .05
Gravy on Meat Loaf	.0125
Stewed Tomatoes	.0100
Diced Carrots	.01
1 No. 20 scoop Mashed Potatoes	.0060
Total cost	.0885
2 slices Bread, 1 pad Butter	.0150
Dessert:	
Ice Cream or Sherbet	.0200
Beverage:	
Coffee, Cream, Sugar	.0175
Total cost of meal	$ .1410

See gravy recipe opposite page.

MENU Layout Suggested

Buttermilk may be added without material change in cost of included beverage. About ten per cent of your customers will specify fresh milk. While this is a little higher good judgment dictates that the customer be satisfied.

Friday • SEAFOOD

DAILY WANT LIST

REQUIREMENTS FOR 12 SERVINGS

ITEM	QUANTITY	ALLOWANCE
Bread	24 slices	10c loaf
Bread, for toast	12 slices	10c loaf
Butter	⅜ pound	40c pound
Coffee		
Cream, for coffee		
Flour, for gravy thickener		
Milk, fresh	1 pint	
Paprika		
Peas, canned	1 No. 2 tin	15c tin
Pepper		
Potatoes, raw	2 pounds	4c pound
Salt		
Spinach, canned	2 No. 2½ tins	15c each
Sugar		
Tuna, canned	1 13-oz. tin	36c tin

RECIPE

First: Crumble contents of one tin of Tuna into fine pieces.

Next: Dissolve 4 heaped tablespoons flour into one pint fresh milk stirring into thin batter.

Next: In pan large enough to prepare place ⅛ pound butter. Allow to melt then add batter, seasoning with sufficient salt and pepper, and stir continuously until gravy begins to thicken.

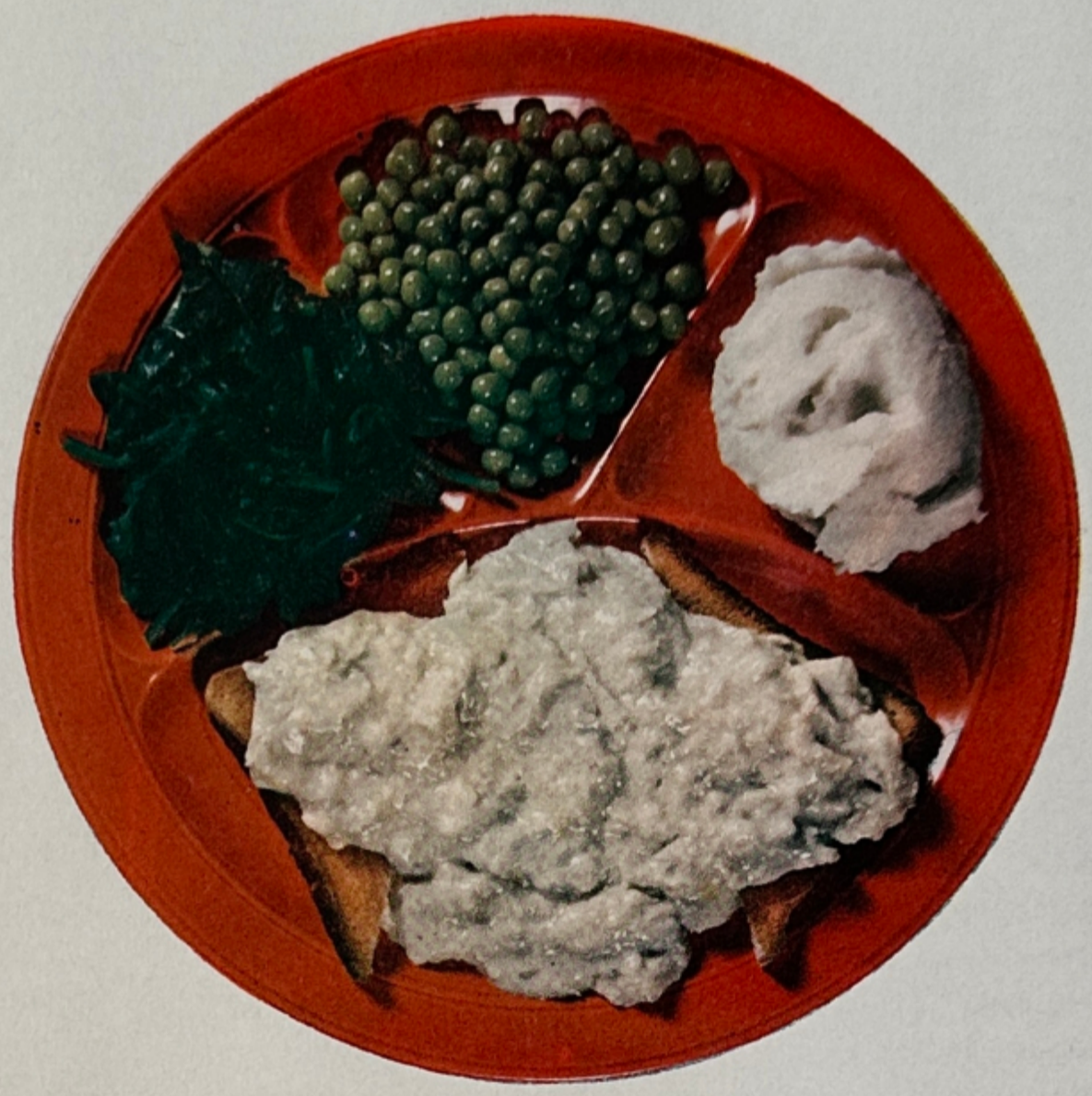
Next: Add crumbled Tuna and stir into gravy thoroughly. When sufficiently thick remove from fire and it is ready to serve.

COST of Ingredients

1 tin Tuna	$ .36
1 pint Fresh Milk	.06
⅛ pound Butter	.05
4 heaped tablespoons Flour	.01
Salt, Pepper	.005
Total cost	$ .485

Serves 12, cost per serving $ .041 each

ON TOAST



MENU

FRIDAY

Fresh Vegetable Soup 10c
With Plate Lunch 5c

SPECIAL PLATE LUNCH

Creamed Seafood on Toast
Sugar Peas Steamed Spinach
Mashed Potatoes
Bread and Butter
Ice Cream or Sherbet
Coffee Hot Tea
35 cents

Hot Baked Meat Loaf Sandwich
Mashed Potatoes Brown Gravy
Coffee
25 cents

Cold Sandwiches:
Cheese (American or Swiss) Tuna
Deviled Egg Cold Ham
Each with Potato Salad
15 cents

Chilled Salads:
Deviled Egg Tuna Combination
Potato
With Buttered Toast
25 cents

COST per Serving

Entree:

1 slice Toast on plate	$ .0033
Place Creamed Tuna on toast	.0410
Spinach	.0250
Peas	.0125
Sprinkle Paprika on Tuna	.0025
1 No. 20 scoop Mashed Potatoes	.0060
Total cost	.0903
2 slices Bread, 1 pad Butter	.0150
Dessert:	
Ice Cream or Sherbet	.0200
Beverage:	
Coffee, Cream, Sugar	.0175
Total cost of meal	$ .1428

MENU Layout Suggested

Buttermilk may be added without material change in cost of included beverage. About ten per cent of your customers will request fresh milk. While this is a little higher, good judgment dictates that the customer be satisfied.

Saturday • BAKED

DAILY WANT LIST

REQUIREMENTS FOR 12 SERVINGS

ITEM	QUANTITY	ALLOWANCE
Beef Stew, cooked	6 pounds	.666
Beets, diced, canned	1 No. 2 tin	11c tin
Bisquick	1/3 pkg.	31c pkg.
Butter	¼ pound	40c pound
Bread	24 slices	10c loaf
Coffee		
Cottage Cheese	2 pounds	15c pound
Cream, for coffee		

ITEM	QUANTITY	ALLOWANCE
Pineapple, fountain crushed, cut for serving	6 ounces	
Sugar		
Walnuts, fountain crushed	6 spoons	

SUFFICIENT BEEF STEW SHOULD BE MADE ON TUESDAYS TO ALLOW FOR SUFFICIENT LEFT OVER TO MAKE REQUIRED NUMBER OF MEAT PIES

RECIPE

First: Fill individual pans or casseroles with eight ounces each of beef stew.

Next: Make crust dough by using Bisquick and recipe which you will find on package containing same. Cut dough to size required for each individual pie.

Next: Top each pie with crust dough and wash dough lightly with milk.

Next: Bake in very hot oven just long enough to cook crust. Usually from 3 to 4 minutes will be required.

COST of Ingredients

6 pounds cooked Beef Stew	$ .666
1/3 pkg. Bisquick	.103
Total cost	$ .769

Makes 12 servings, cost each $ .064

MEAT PIE

MENU

SATURDAY

Fresh Vegetable Soup 10c
With Plate Lunch 5c

SPECIAL PLATE LUNCH

Baked Meat Pie
Cottage Cheese Sundae — Beets
Bread and Butter
Ice Cream or Sherbet
Coffee — Hot Tea
35 cents

Hot Baked Meat Loaf Sandwich
Mashed Potatoes — Brown Gravy
Coffee
25 cents

Cold Sandwiches:
Cheese (American or Swiss) — Tuna
Deviled Egg — Cold Ham
Each with Potato Salad
15 cents

Chilled Salads:
Deviled Egg — Tuna — Combination
Potato
With Buttered Toast
25 cents

COST per Serving

Entree:

Remove Meat Pie from individual pan and place on plate	$ .064
Diced Beets	.010
Cottage Cheese Sundae	.0359
Total cost	.1099
2 slices Bread, 1 pad Butter	.0150
Dessert:	
Ice Cream or Sherbet	.0200
Beverage:	
Coffee, Cream, Sugar	.0175
Total cost of meal	$ .1624

FOR MAKEUP OF COTTAGE CHEESE SUNDAE SEE SALAD FORMULAS

MENU Layout Suggested

Buttermilk may be added without material change in cost of included beverage. About ten per cent of your customers will request fresh milk. While this is a little higher, good judgment dictates that the customer be satisfied.

Sandwich and Salad LAYOUT AND RECIPES

The variety of these offerings is purposely limited to avoid the problem of leftovers. To serve a limited variety of unusually tasty offerings, keeping loss by leftover at a minimum, is far better than to try to carry a great variety with the possibility always present that some of the ingredients required to maintain such a variety may become stale before being used.

SANDWICHES

Deviled Egg

Cheese

Tuna

Cold Ham

Beef, hot or cold

Meat Loaf, hot or cold

SALADS

Potato

Fruit

Tuna

Combination

Pineapple &
Cottage Cheese

Cottage Cheese Sundae

PRICE SPOT HERE

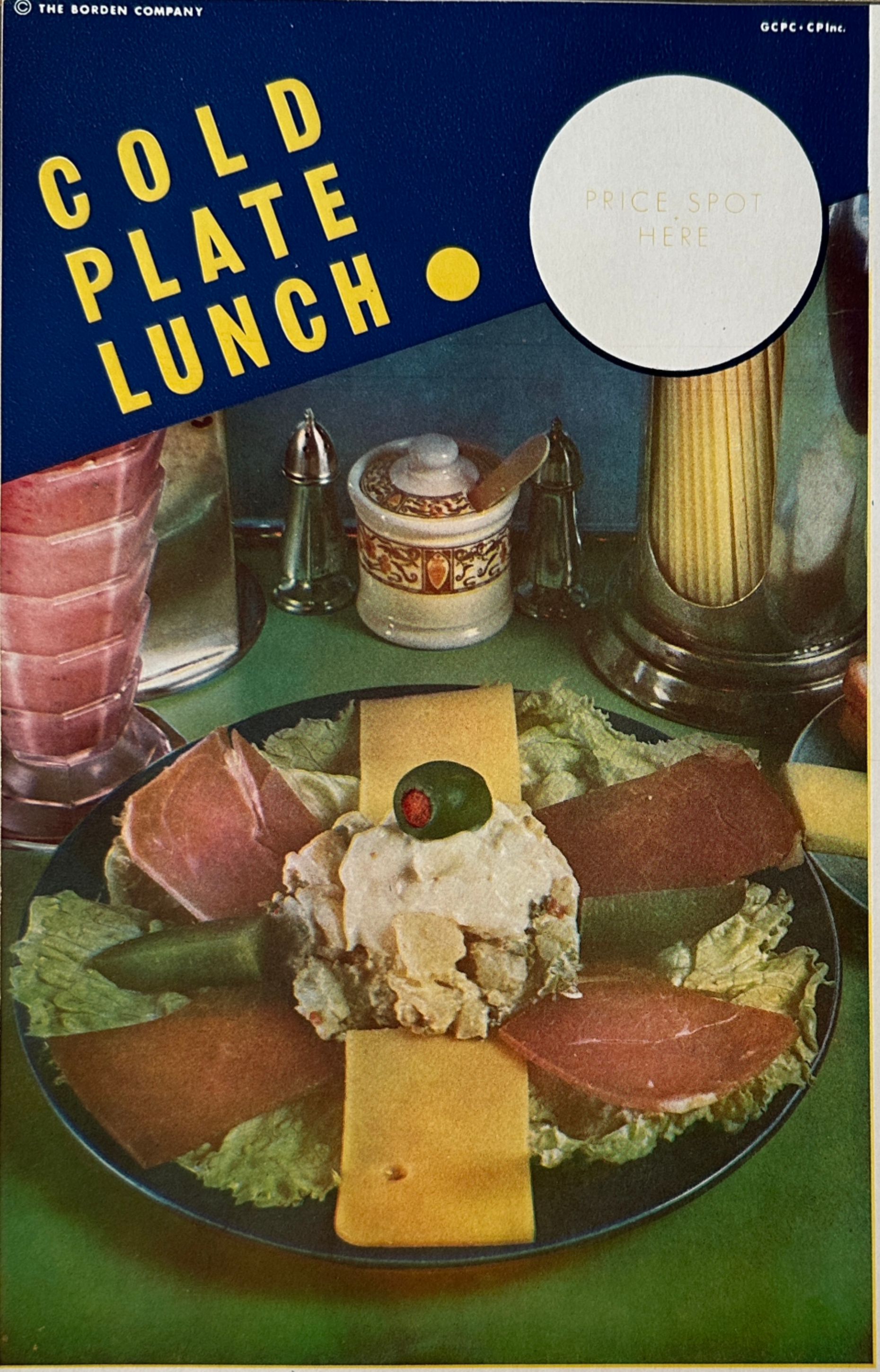
SPECIAL SANDWICHES

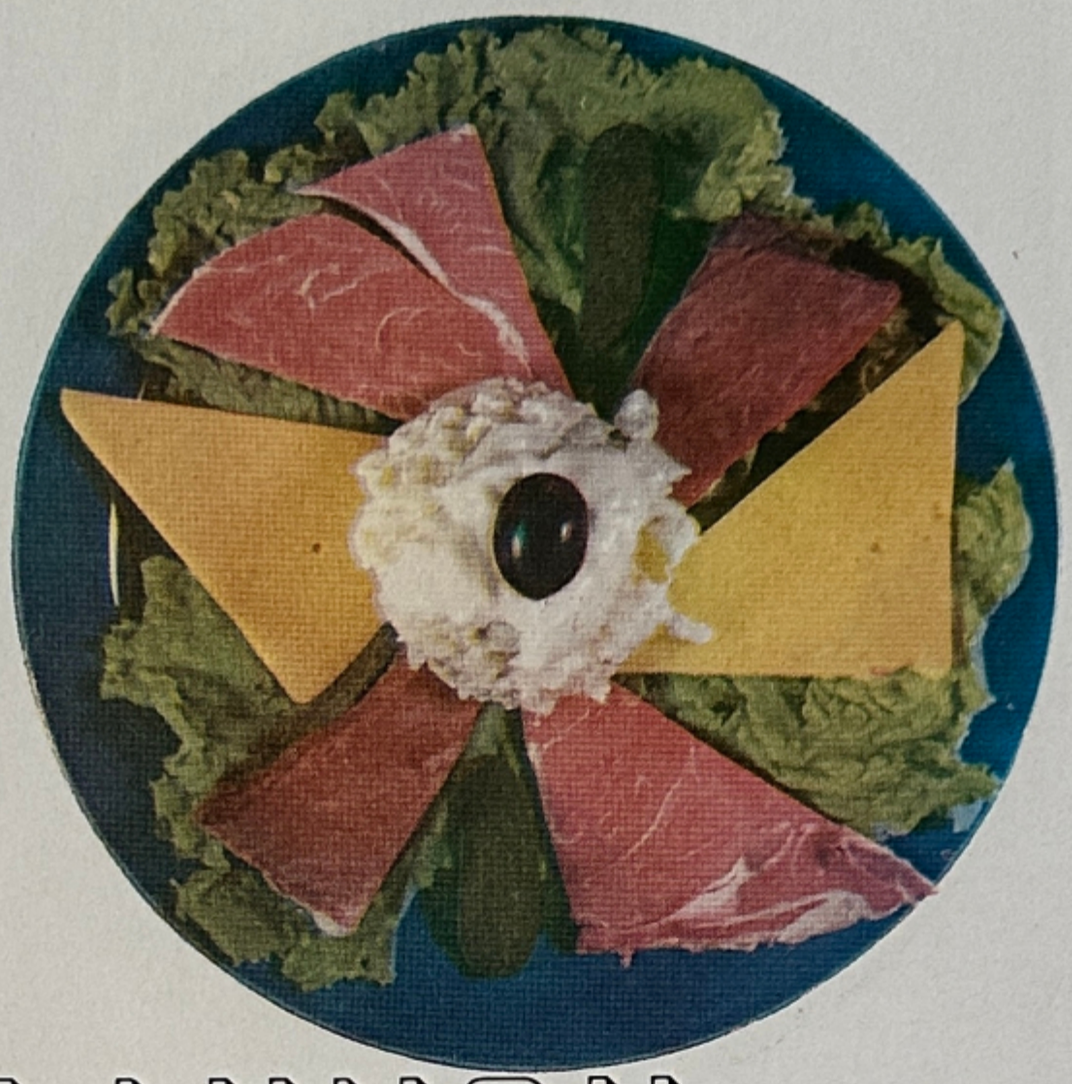
© THE BORDEN COMPANY

GCPC • CPInc.

COLD PLATE LUNCH

PRICE SPOT HERE

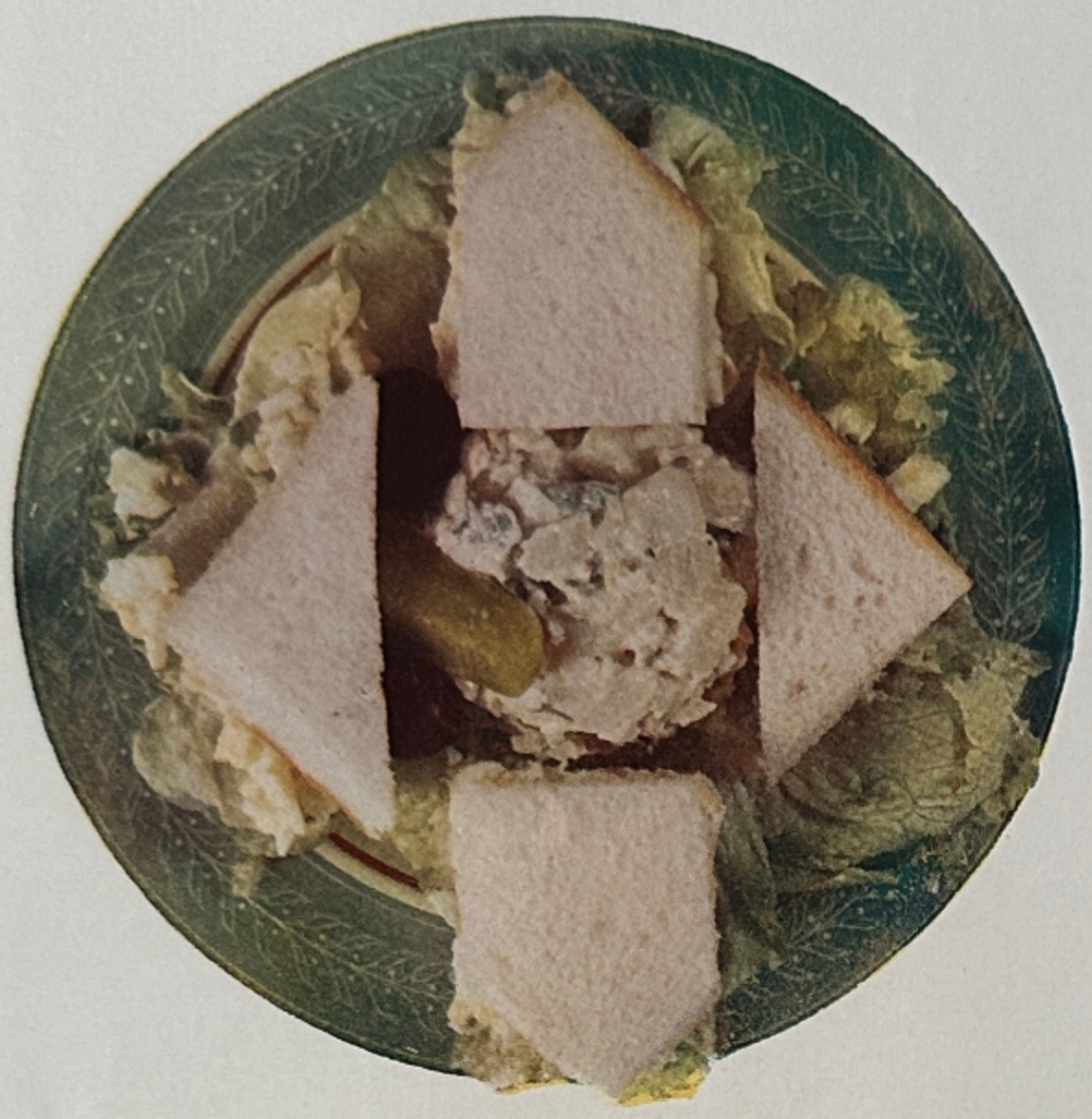




COLD PLATE LUNCH

First: On dinner plate, 2 large leaves lettuce	.0050
Next: Center 1 No. 12 scoop Potato Salad	.0194
Next: On Potato Salad, one teaspoon Mayonnaise	.0125
Next: On top Potato Salad, 1 olive	.0018
Next: 1 two-ounce, thin cut slice Potroast of Beef or thin cut Baked Meat Loaf (see note)	.0244
Next: 1 one-ounce slice cold Boiled Ham	.0470
Next: 1 one-ounce slice American Cheese	.0188
Next: Lay two pieces Pickle on plate as indicated	.0020
Next: Cut meats and cheese crosswise and lay on plate as indicated in illustration	
Total cost this serving	.1309

Note: You will find that cost of slice of potroast of beef has been used. Should you be able to use cold baked meat loaf instead it will mean a decrease in your cost of slightly more than 1¼ cents on the serving.

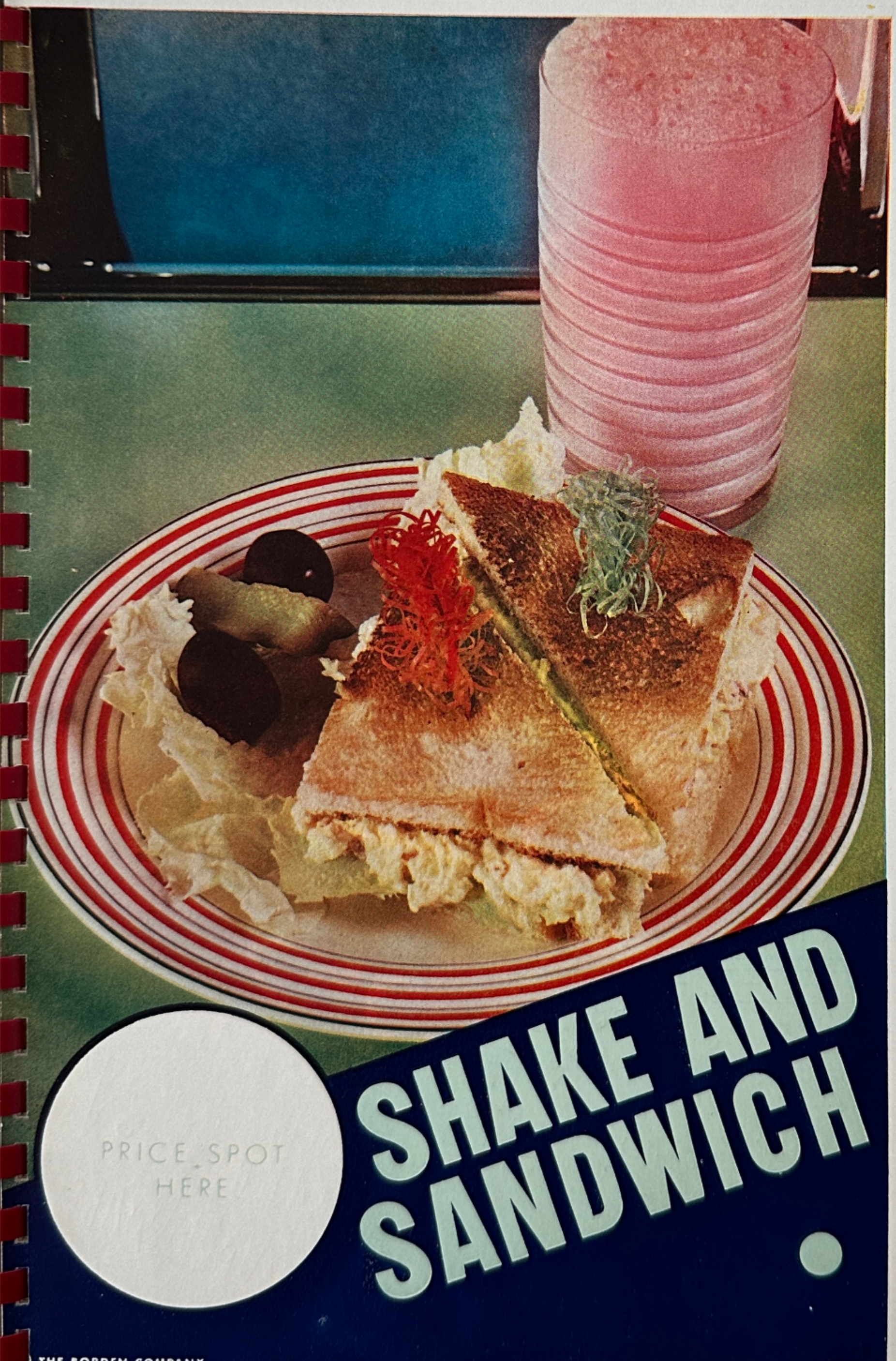


DEVILED EGG SANDWICH

First: Lay two slices of bread together and cut crusty edges off, making the bread more tender.

Next: On one slice of bread	.0033
Next: Place a lettuce leaf	.0025
Next: Spread a liberal tablespoon Deviled Egg	.0196
Next: Then place a buttered slice of bread on	.0075
Next: Then spread filling and cut sandwich as indicated above.	
Next: On sandwich plate one large lettuce leaf	.0025
Next: Then 1 No. 20 scoop Potato Salad	.0118
Next: And two Olives and a 1-8 slice Pickle as indicated above	.0046
Next: Then place the sandwich around salad as illustrated. Serve.	
Total cost this serving	.0518

Bread figured in above routine is small sandwich type. Many operators prefer to use the large 4-lb. Pullman slices which raise cost of filling and slices of bread as well. If you are using such slices add 25 per cent to above cost to arrive at your cost.


SHAKE AND SANDWICH
PRICE SPOT HERE
THE BORDEN COMPANY

© THE BORDEN COMPANY

CHEESE SANDWICH

First: Shave hard crust from edges of 2 slices of bread.
Next: On one slice of bread 0033
Next: Place a lettuce leaf 0025
Next: A slice of Cheese, cut 16 to pound (see below)
Next: Top with remaining slice buttered bread 0075
Next: Cut sandwich as indicated above.
Next: Place large lettuce leaf on sandwich plate 0025
Next: 1 No. 20 scoop Potato Salad in center 0118
Next: 2 Olives and 1-8 Pickles as indicated 0046

TOTAL COST:

American Cheese Sandwich (.0188 slice @ 30c lb.) . . . . . *.0510*
Swiss Cheese Sandwich (.0218 slice @ 35c lb.) . . . . . *.0540*
Pimento Cheese Sandwich (.0206 slice @ 33c lb.) . . . . . *.0528*
Brick Cheese Sandwich (.0188 slice @ 30c lb.) . . . . . *.0510*

Includes potato salad, olives, pickle, etc.

Bread figured at small sandwich loaf cost. If you are using large 4-lb. Pullman loaf figure cost of sandwich 25 per cent higher.

TUNA SANDWICH

First: Shave hard crust from edges of 2 slices of bread.
Next: On one slice of bread 0033
Next: Place a lettuce leaf 0025
Next: And spread on liberal tablespoon Tuna 0433
Next: Top with buttered sliced bread 0075
Next: Cut sandwich as indicated above.
Next: On sandwich plate one large leaf Lettuce 0025
Next: Center 1 No. 20 scoop Potato Salad. 0118
Next: 2 Olives, 1-8 Pickle as indicated above 0046
Next: Then place sandwich around salad as pictured above.

Total cost this serving 0755

TUNA SANDWICH FILLER for 12 Servings:

★

First: Crumble contents of 1 thirteen-ounce tin of Tuna in bowl 36
Next: Stir in 12 ounces Mayonnaise 16

Total cost 52

Serves twelve, cost each sandwich for filler .0433

COLD HAM SANDWICH

First: Shave hard crust from edges of 2 slices of bread.
Next: On one slice of bread 0033
Next: Place a leaf of Lettuce 0025
Next: A slice of Boiled Ham (75c lb. centers) 1 ounce 0470
Next: Add one slice buttered bread 0075
Next: Cut sandwich as indicated above.
Next: On sandwich plate place large lettuce leaf 0025
Next: 2 Olives, 1-8 Pickle on leaf 0046
Next: Place sandwich on plate and serve.
Total cost this serving 0674

Bread figured at small sandwich loaf cost. If you are using large 4-lb. Pullman loaf cost of sandwich is 25 per cent higher to cover higher bread cost and wider ham slice.

COLD BEEF SANDWICH

First: Shave hard crust from edges of 2 slices of bread.

Next: 1 slice bread 0033

Next: On slice of bread lettuce leaf 0025

Next: Then a slice of cold meat, (see below)

Next: Top with slice buttered bread 0075

Next: Cut sandwich as indicated above.

Next: On sandwich plate place small lettuce leaf 0025

Next: On leaf 1 No. 20 scoop Potato Salad 0118

Sandwich and garnish cost if:

Cold Potroast Beef sandwich, 3 ounces to sandwich, cut thin 1009

Cold Baked Meat Loaf sandwich, 3 ounces to sandwich, cut thin . .0656

★ *Bread figured at small sandwich loaf cost. If you are using large 4-lb. Pullman loaf cost of sandwich 25 per cent higher to cover higher bread cost and additional meat.*

PRICE SPOT HERE
DOUBLE DECK
SANDWICH

PRICE SPOT HERE

★ HOT SANDWICH

HOT MEAT PLATE

First: Cut hard crust edges from 2 slices of bread.
Next: On sandwich plate 1 slice bread 0033
Next: On bread 3 ozs. meat, cut thin (see below).
Next: On meat, 1 slice bread 0033
Next: Cut sandwich as indicated
Next: On plate 1 No. 20 scoop Mashed Potatoes 0060
Next: Over all, liberal quantity brown gravy 0125
Sandwich and potatoes and gravy cost:
Potroast of Beef filler, 3 ounces cut thin 0984
Baked Meat Loaf filler, 3 ounces cut thin 0631

Bread figured at small sandwich loaf cost. If you are using large 4-lb. Pullman loaf cost of sandwich 25 per cent higher to cover higher bread cost and additional meat.

Potato Salad

First: On salad plate, 2 large lettuce leaves	.0050
Next: 1 No. 12 scoop Potato Salad	.0194
Next: 1 teaspoon Mayonnaise on top of salad	.0125
Next: 1 olive centered on top of salad	.0018
Next: 1-8 pickle on side	.0010
Next: 2 slices buttered toast on bread plate	.0150
Total cost this serving	.0547

POTATO SALAD RECIPE:

5¼ lbs. Potatoes, boiled, cold	*.2200*
3 hard boiled Eggs	*.0900*
12 ounces Mayonnaise	*.1600*
Spices and onions (onions optional)	*.0100*
Chop all ingredients and mix thoroughly. Cost	*.4800*

29 No. 12 scoops @ .0194 or 39 No. 20 scoops @ .0118 ea.

Pineapple-Cottage Cheese Salad

First: ON PLATE, 2 large lettuce leaves 0050
Next: 1 No. 12 scoop Cottage Cheese on lettuce 0250
Next: Break slice pineapple in half and push each half slightly under scoop of cheese 0260
Next: Top Cottage Cheese with teaspoon Mayonnaise 0125
Next: Dust Mayonnaise with Paprika 0025
Next: On bread plate 2 slices buttered toast 0150
Total cost this serving 0860

★

Figure cottage cheese 15c lb. yielding 6 No. 12 scoops.

COTTAGE CHEESE SUNDAE

First: On salad plate, 1 No. 12 scoop Cottage Cheese 0250

Next: One ounce fountain crushed pineapple, cut, over mound of Cottage Cheese 0104

Next: 1 sundae spoon crushed nuts over all 0110

Next: 2 olives 0036

Next: Place in above order on 2 large lettuce leaves first placed on plate 0050

Next: Serve with 2 slices buttered toast on bread dish 0150

Total cost this serving 0700

In making cottage cheese sundae for Baked Meat Pie plate lunch:

First: On small lettuce leaf 1 No. 20 scoop Cottage Cheese 0150
Next: ½ ounce fountain crushed pineapple on cheese 0054
Next: ½ sundae spoon crushed nuts over all 0055

Cost miniature serving 0259

TUNA SALAD

First: ON SALAD PLATE, 2 large leaves lettuce 0050
Next: 1 No. 12 scoop Tuna Salad on lettuce 0900
Next: 1 teaspoon Mayonnaise on Tuna Salad 0125
Next: 1 olive on top Tuna Salad 0018
Next: Sprinkle with Paprika 0025
Next: On bread plate, 2 slices buttered toast 0150
Total cost this serving 1268

TUNA SALAD RECIPE – makes six servings:

1—13-ounce Tin Tuna 36
¼ bunch Celery @ 8c bunch . . .
12 ounces Mayonnaise 16

Crumble Tuna, mix all thoroughly together. Cost . . .54
Makes six No. 12 scoops.

Fruit Salad

First: IN SALAD BOWL place two large lettuce leaves 0050

Next: Shred two lettuce leaves, place in bottom of bowl 0050

Next: Drain juice off 9-oz. can Fruit Salad and center on shredded lettuce 1000

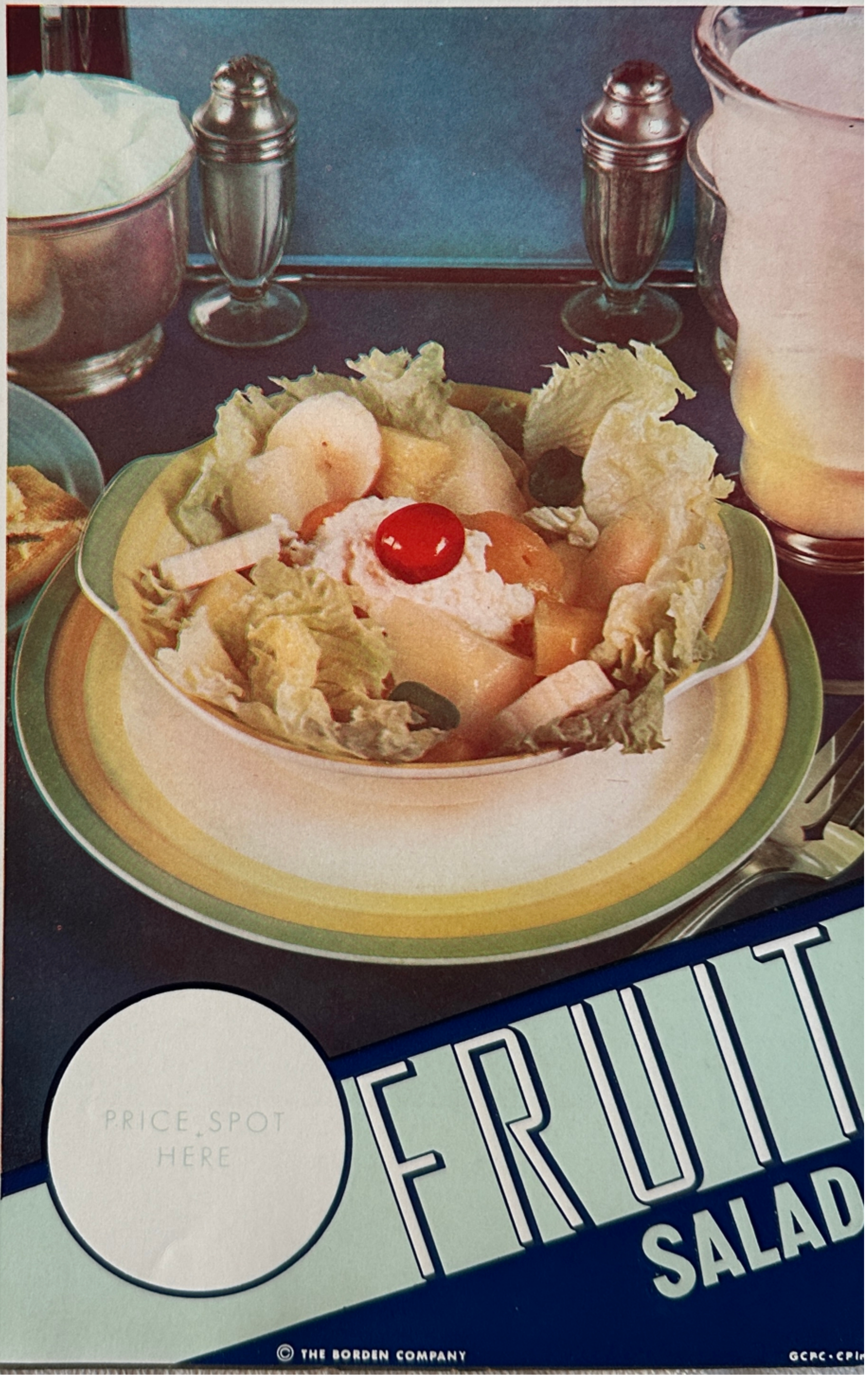
Next: Top Fruit Salad with soda spoon whipped cream 0038

Next: Place cherry, found in can, on whipped cream 0000

Next: On bread plate, 2 slices buttered toast 0105

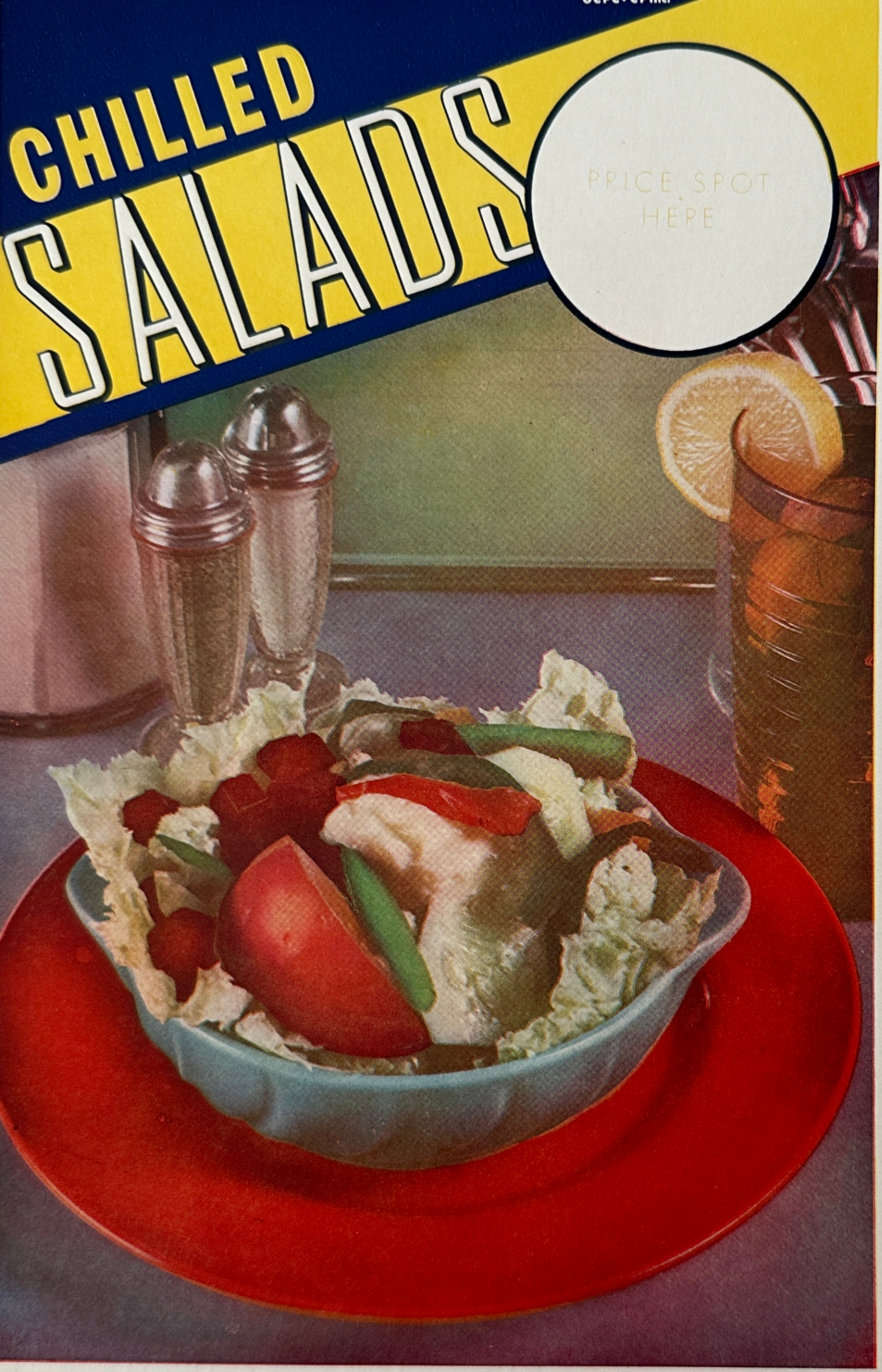
Total cost this serving 1288

BE SURE NOT TO PURCHASE COCKTAIL FRUIT SALAD.
ITS FLAVOR IS NOT DESIRABLE.


PRICE SPOT HERE
FRUIT
SALAD
© THE BORDEN COMPANY

CHILLED SALADS

PRICE SPOT HERE



Combination Salad

First: IN BOWL: lay 2 lettuce leaves along wall of bowl 0050

Next: Shred 2 lettuce leaves, place in bottom of bowl 0050

Next: Drain off juice and place contents of 9 oz. tin of Combination Salad vegetables in bowl 1000

Next: On mound of salad vegetables 1 teaspoon Mayonnaise . . .0125

Next: Center 1 olive on Mayonnaise 0018

Next: On bread plate, 2 slices buttered toast 0150

Total cost this serving 1393

★

DIRECTIONS *for washing a Carbonator*

Carbonators should be washed at least once a year. It safeguards the possibility of an off taste in your carbonated water.

All Carbonators are not alike. It is therefore impossible to give one set of directions that may be followed in detail in washing all carbonators. The principles of most carbonators being alike, it will not be difficult to clean any carbonator by slightly modifying the following instructions:

1. Cut off gas at head of drum, and city water and electricity at carbonator.

2. Empty the carbonator entirely by drawing water through draft arm at the fountain. This, obviously, should not be done until after business hours in order to avoid interruption of service while the carbonator is being cleaned.

3. Mix thoroughly a solution of bicarbonate of soda (common cooking soda) and warm water. Three pounds of soda and enough water to fill carbonator. Most carbonators will hold four to five gallons of this solution.

4. With a short piece of hose and a funnel, pour the soda solution in carbonator at soda outlet connection to fountain at body of carbonator, which must be disconnected for the purpose. Open air valve when pouring in solution. After solution is in, replace this connection and close air valve.

5. Turn on electricity and allow carbonator to operate for a few seconds, thus washing the inside of the carbonator. Cut off electricity.

6. Put sixty or seventy pounds of gas in carbonator and again cut gas off at drum. This will give sufficient pressure to force solution through pipe, coils and out draft arm. Draw off all of the solution through draft arm at fountain with gas cut off at drum.

7. Turn on city water and electricity and allow pump to operate until the carbonator is about two-thirds full as shown on gauge glass. Cut off electricity and city water. Put sixty or seventy pounds of gas in carbonator and cut off gas. Draw off rinsing water at draft arm.

8. Turn on city water and electricity and feed gas slowly until proper operating pressure is registered. Let carbonator operate until it automatically cuts off.

9. After machine has been in operation for a few minutes, draw off a few glasses of carbonated water and see that taste and quality are O. K. If not, continue to draw off until all of the soda taste is gone and the water is clear and sparkling.

YOUR CARBONATOR IS VERY IMPORTANT

KEEP IT IN GOOD WORKING ORDER

Your Carbonator is to your soda fountain what the motor is to an automobile. A few simple directions will keep it in perfect working order, and reduce to a minimum interrupted service.

REFRIGERATION AND CARBONATION

Proper refrigeration and carbonation are absolutely essential to successful fountain operation. High pressure does not waste gas. When water has absorbed a given amount of carbonic gas, it will not take any more. See that you have 150 pounds gas pressure if your carbonator is located in a room more than 56 degrees Fahrenheit. If temperature is less than 56 degrees a pressure as low as 120 pounds will be found satisfactory.

Do not charge your carbonator and then shut off the gas while using the charge. It is impossible to have good carbonated water using this method, since the pressure declines as the water in the carbonator is consumed.

The gas drum valve should be open as far as it will go. This prevents leaking because of the pressure against valve head packing. Do not confuse this valve with regulating valve near drum head.

Gas drums should always be kept in a cool place as heat builds up pressure.

Maintain adequate refrigeration. You cannot secure good carbonation without good refrigeration.

Water at medium temperature will not hold gas in solution except under pressure. Consequently the second it leaves your draft arm the pressure is released, and away goes a high percentage of the carbonic gas without ever reaching the beverage at all.

Carbonated water should have a temperature of between 36 and 40 degrees Fahrenheit at the draft arm.

Use a thermometer. It will enable you to control your refrigeration. Test the coldness of your carbonated water at least once a day.

Draw off a glass of carbonated water in the morning, or after a slack period before serving a carbonated drink, and throw it away as being unfit for service. It costs you only one-twelfth of a cent — a small price to pay for customers' satisfaction.

INDEX

Page

American Cheese slice, cost 65

Baked Meat Loaf, Thursday Luncheon 56
Baked Meat Pie, Saturday Luncheon 60
Banana Royale, Formula 9–14
Banana Special, Old-Fashioned, Formula 10
Beans (string) canned, cost 52
Beef, boneless (for Stew), cost 52
Beef, lean fresh-ground, cost 56
Beef, lean trimmings, cost 46
Beef, Potroast, Monday Luncheon 50–51
Beef, Potroast, cost 50
Beef Sandwich, Cold 72
Beef Stew, cooked, cost 60
Beef Stew, Tuesday Luncheon 52–53
Beets, diced, canned, cost 52
Bisquick, cost 50
Black & White Sundae, Formula 11
Bone, for Gravy Stock, cost 56
Bone, for Soup, cost 46
Bread, cost 50
Bread, Pullman Loaf, cost 69
Breakfasts 41
Brick Cheese, cost 69
Butter, costs 41–50
Buttered Toast and Jelly, cost 41

Cabbage, cost 54
Carbonator, directions for washing 85
Carbonic Gas, suggestions 85
Carrots, diced, canned, cost 56
Carrots, raw, cost 46
Celery, cost 46

Cheeses:
- American, slice, cost 65
- Brick, slice, cost 69
- Cottage, lb., cost 60
- Cottage, No. 12 scoop, cost 77
- Pimiento, slice, cost 69
- Swiss, slice, cost 69

Cheese Sandwich 67
Chocolate Sundae 26
Coffee, cost 41
Coffee, cream and sugar, cost 41
Cold Beef Sandwich 72
Cold Ham Sandwich 71
Cold Plate Lunch 65
Combination Salad (Bowl) 83
Combination (Vegetable) Salad, canned, cost 83
Corn, canned, cost 50
Cost and Food Formulary 39
Cottage Cheese, lb., cost 60
Cottage Cheese, No. 12 scoop, cost 77
Cottage Cheese Sundae 78
Cottage Cheese (with Pineapple) Salad 77
Crackers, soda, cost 54
Cream, cost 41
Creamed Tuna, Friday Luncheon 58–59
Cream, whipped (spoon) cost 80

Deviled Egg, cost 66
Deviled Egg Sandwich 66

Page

Eggs, cost 41
Egg, Deviled, cost 66
Egg, Deviled, Sandwich 66
Eggs, fried, cost 41

Features, Monthly, formulas 9
Food (and Cost) Formulary 39
FORMULAS: Ice Cream:
- Banana Royale 9–14
- Black & White Sundae 11
- Fresh Strawberry Sundae 9–16
- Fruit Frostie 32
- Fruit Salad Sundae 10–18
- Giant Ice Cream Sodas 10–20
- Hot Fudge Nut Sundae 11
- Holiday Special 11
- Ice Cream Shake 10–22
- Malted Milk 34
- Monthly Features 9
- Old-Fashioned Banana Special 10
- Old-Fashioned Ice Cream Soda 30
- Pineapple Parfait 28
- Rocky Road Sundae 9–12

FORMULAS: Luncheon Suggestions:
- Baked Meat Loaf 56–57
- Baked Meat Pie 60–61
- Beef Stew 52–53
- Cold Plate Lunch 65
- Hot Meat Plate 75
- Hot Plate Lunch 75
- Pot Roast of Beef 50–51
- Salmon Patty 54–55
- Seafood (Creamed Tuna) 58–59

FORMULAS: Miscellaneous:
- Breakfast 41
- Soups 46–49

FORMULAS: Salads:
- Combination Salad (Bowl) 83
- Cottage Cheese Sundae 78
- Fruit Salad 80
- Pineapple & Cottage Cheese Salad 77
- Potato Salad 76
- Tuna Salad 79
- Vegetable Salad 83

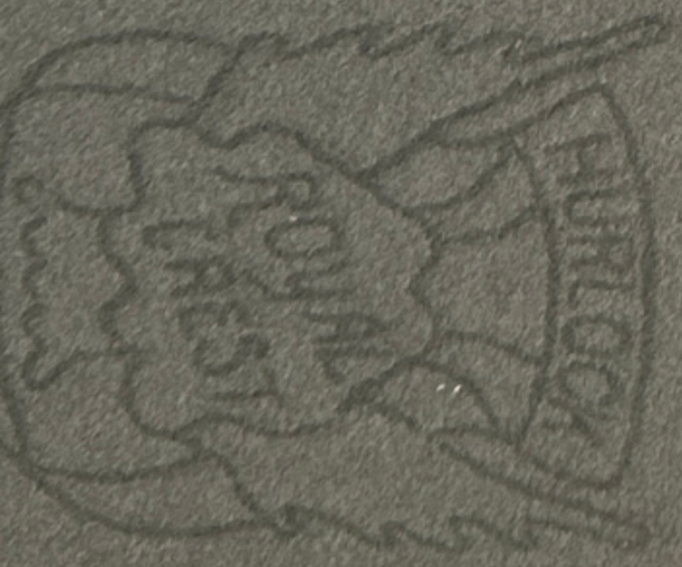
FORMULAS: Sandwiches:
- Cheese 67
- Cold Beef 72
- Cold Ham 71
- Deviled Egg 66
- Tuna 70

Fountain Work Schedule 5–84
Fruit Frostie, Formula 32
Fruits, Fountain 5–84
Fruit Salad 80
Fruit Salad, canned, cost 80
Fruit Salad Sundae, Formula 10–18

Gas Drums, suggestions 85
Gas Pressure, suggestions 85
Giant Ice Cream Soda, Formula 10–20
Gravy Stock (bone), cost 56

INDEX

	Page
Ham, boiled cost	41
Ham, boiled, slice, cost	65
Ham Sandwich, Cold	71
Holiday Special, Formula	11
Hot Cakes, butter and syrup, cost	41
Hot Fudge Nut Sundae, Formula	11–24
Hot Meat Plate	75
Hot Plate Lunch	75
Ice Cream Shake, Formula	10–22
Ice Cream Soda, Giant, Formula	10–20
Ice Cream Soda, Old-Fashioned, Formula	30
Jelly, cost	41
Kitchen Bouquet, cost	56
Lettuce leaves, cost	65
Link Sausage, cost	41
Luncheon Suggestions	45
LUNCHEONS:	
Monday (Pot Roast of Beef)	50–51
Tuesday (Beef Stew)	52–53
Wednesday (Salmon Patty)	54–55
Thursday (Baked Meat Loaf)	56–57
Friday (Seafood)	58–59
Saturday (Baked Meat Pie)	60–61
Malted Milk, Formula	34
Mayonnaise, quart, cost	54
Mayonnaise, teaspoon, cost	65
Meat Loaf, Cold, slice cost	65
Meat Loaf (Thursday Luncheon Suggestion)	56
Meat Pie (Saturday Luncheon Suggestion)	60
Meat Plate, Hot	75
MENUS for Luncheon, one week:	
Pot Roast of Beef (Monday)	50–51
Beef Stew (Tuesday)	52–53
Salmon Patty (Wednesday)	54–55
Baked Meat Loaf (Thursday)	56–57
Seafood (Friday)	58–59
Baked Meat Pie (Saturday)	60–61
Monthly Features, Formulas	9
Noodles, Egg Style, cost	50
Old-Fashioned Banana Special, Formula	10
Old-Fashioned Ice Cream Soda, Formula	30
Olives, cost	65
Onions, dried, cost	46
Orange Juice, cost	42
Parfait, Pineapple, Formula	28
Peas, canned, cost	54
Pickles, slices, cost	65
Pimiento Cheese, cost	69
Pineapple and Cottage Cheese Salad	77
Pineapple, canned, sliced, cost	77
Pineapple, fountain crushed, oz. cost	78
Pineapple Parfait, Formula	28
Plate Lunch, Cold	65
Plate Lunch, Hot	75
Potatoes, raw, cost	46
Potato Salad, cost	65
Potato Salad (Plate)	76
Pot Roast, cold, slice, cost	65
Pot Roast of Beef (Monday Luncheon)	50–51
Refrigeration Suggestions	84–85
Rocky Road Sundae, Formula	9–12
Salads (See Formulas: Salads)	
Salmon, canned, cost	54
Salmon Patty	54–55
Sandwiches (See Formulas: Sandwiches)	
Sausages, Link, cost	41
Schedule, Fountain Work	5–84
Seafood (Tuna)	58–59
Seafood (Tuna) canned, cost	58
Shakes (See Formulas: Ice Cream)	
Shake, Ice Cream, Formula	10
Soda, Giant Ice Cream, Formula	10–20
Soups, ingredients and cost	46–49
Spinach, canned, cost	58
Stew, Beef	52–53
Strawberry (Fresh) Sundae, Formula	9–16
String Beans, canned, cost	52
Suggestions, Fountain	7–84
Sundaes (See Formulas: Sundaes)	
Swiss Cheese, cost	69
Syrup (and Hot Cakes), cost	41
Syrups, Fountain	7
Toast, buttered, cost	41
Tomatoes with Puree, cost	46
Tomato, Hot Sauce, cost	56
Tomato Juice, cost	41
Tuna, canned, cost	58
Tuna, Creamed, (Friday Luncheon)	58–59
Tuna Salad	79
Tuna Salad, No. 12 scoop, cost	79
Tuna Sandwich	70
Tuna Sandwich Filler, cost	70
Tuna, tablespoon, cost	70
Valves, Gas Drums	85
Vegetable (Combination) Salad	83
Vegetable Salad, canned, cost	83
Vinegar, cost	54
WANT LISTS:	
Pot Roast of Beef (Monday)	50
Beef Stew (Tuesday)	52
Salmon Patty (Wednesday)	54
Meat Loaf (Thursday)	56
Seafood (Friday)	58
Baked Meat Pie (Saturday)	60
Soups	46
Whipped Cream, suggestions	7


FURLOUGH
ROYAL FOREST

FURLOUGH
ROYAL FOREST